

Record price for Boston V □ 9 khz on the ropes  
Special report on local TV journalism

# Broadcasting Jul 27

The News Magazine of the Fifth Estate □ Vol. 101 No. 4

50th Year □ 1981

## A Refreshing Alternative To Regularly Scheduled Programming



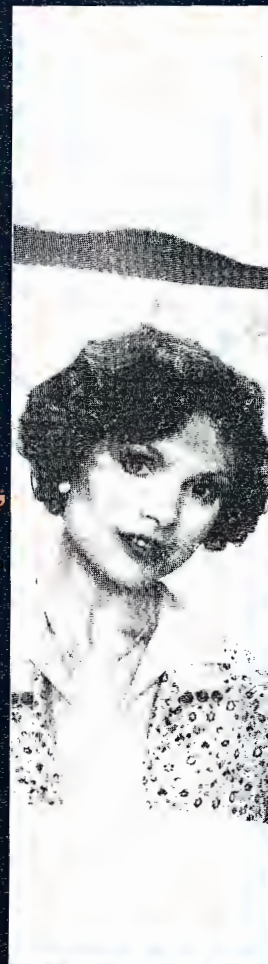
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The First  
**50**  
Years Of  
Broadcasting

1971

PAGE 117

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O F A I R F O R C E  
S E R I A L A C T I O N S E C T I O N  
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# JULY IS A GOOD

July means summer vacations and lean news days. It's the time of the year when N.I.W.S. comes in extra handy. That's why we're giving July a sweep-period treatment

| <b>JULY 6 Week</b>                                              | <b>JULY 13 Week</b>                                                 |
|-----------------------------------------------------------------|---------------------------------------------------------------------|
| FIVE PART SERIES<br><b>CRASH:</b><br>ARE AIRLINES PREPARED?     | Five Part Series<br><b>WRESTLING:</b><br>TV's Violent Sideshow      |
| <b>Two-Parter</b><br><b>SOCIAL SECURITY</b><br><b>FRAUD</b>     | <b>Two Parter</b><br><b>CLOSEUP:</b><br><b>THE GUARDIAN ANGELES</b> |
| <b>COUNTRY MUSIC</b><br><b>EXTRAVAGANZAS</b><br>(Two Parts)     | <b>POSTAL STRIKE:</b><br>Why, and What It Means<br>(Two Parts)      |
| <b>Scoliosis:</b><br>What It Is, How To Treat It<br>(Two Parts) | <b>Door-to-Door</b><br><b>MEAT</b><br><b>Ripoffs</b>                |
| <b>Which</b><br><b>SUNSCREENS</b><br>to Use                     | <b>Water</b><br><b>Safety</b>                                       |
| <i>Fighting</i><br><i>Diesel</i><br><i>Pollution</i>            | Exploiting<br>Cash-Value<br>Insurance                               |
| The One-Handed<br>Sprint Racer                                  | <b>Profile:</b><br>America's Racquetball<br>Champ                   |

## ALREADY PART OF THE GR

|         |                 |         |                  |         |                |
|---------|-----------------|---------|------------------|---------|----------------|
| KTXS-TV | Abilene         | WTVG    | Chattanooga      | WRTV    | Indianapolis   |
| WAST    | Albany          | WOLO-TV | Columbia, SC     | WTLV    | Jacksonville   |
| KOB-TV  | Albuquerque     | WFAA-TV | Dallas-Ft. Worth | KCMO-TV | Kansas City    |
| KPDA-TV | Amarillo        | WDTN    | Dayton           | WATE-TV | Knoxville      |
| WXIA-TV | Atlanta         | WAND    | Decatur          | WILX-TV | Lansing        |
| KERO-TV | Bakersfield     | KHTV    | Denver           | KLAS-TV | Las Vegas      |
| WBAL-TV | Baltimore       | KDUE-TV | Dubuque          | WKYT-TV | Lexington      |
| WBRZ    | Baton Rouge     | WEAU-TV | Eau Claire       | KARK-TV | Little Rock    |
| KPDM-TV | Beaumont        | KDBC-TV | El Paso          | KTLA    | Los Angeles    |
| WVTM-TV | Birmingham      | KVAL-TV | Eugene           | WHAS-TV | Louisville     |
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| WCVE-TV | Boston          | KSEE-TV | Fresno           | WCKT    | Miami          |
| WGR-TV  | Buffalo         | WEVU    | Ft. Myers        | KSTP-TV | Minn.-St. Paul |
| KRGV-TV | Brownsville, TX | WLUK-TV | Green Bay        | WALA-TV | Mobile         |
| WCIV    | Charleston, SC  | WFMY-TV | Greensboro       | WAVY-TV | Norfolk        |
| WCNS-TV | Charleston, WV  | WFBC-TV | Greenville, SC   | KMID-TV | Odessa-Midland |
| WBT     | Charlotte       | WHP-TV  | Harrisburg       | KAUT    | Oklahoma City  |

# N·I·W·S MONTH

with 13 multi-part series and special on-air promos delivered in advance. No wonder there are now 88 N.I.W.S. stations and more on the way.

| <b>JULY 20 Week</b>                                     | <b>JULY 27 Week</b>                                                  |
|---------------------------------------------------------|----------------------------------------------------------------------|
| Five Part<br>EXCLUSIVE EXPOSE:<br><b>POWER PIRATES</b>  | Four Part<br>REPORT:<br><b>THE NEW ARMY</b>                          |
| <b>COMPARING FAST<br/>FOOD CHAINS</b><br>(Five Parts)   | Three-Parter<br>DREAMS:<br>ROADMAP TO BEHAVIOR                       |
| <b>NEW FACTS ABOUT<br/>PACEMAKERS</b>                   | <b>PATIENT'S<br/>RIGHTS</b>                                          |
| WHICH FRINGE<br>BENEFITS ARE<br>IMPORTANT?              | <b>Inside Report:<br/>Chicken Farming Controversy</b><br>(Two Parts) |
| <i>Family Survival<br/>Training</i><br>(Two Parts)      | <b>Foreign Investors:<br/>Who Owns America?</b>                      |
| The Truth About<br>Food Fiber                           | <b>Animal<br/>Companions</b>                                         |
| <i>Florida's<br/>Transsexual Minister</i><br>(Two Part) | <b>Blood Sugar<br/>Tests</b>                                         |

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WTVH  
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Source: NTL Ratings Reports, household average audience estimates. Comparison of regularly scheduled, full year weekend sports anthologies. Data subject to qualifications which are available on request.

# The Week in Brief

## TOP OF THE WEEK

**\$220 MILLION FOR WCVB-TV** □ That's what Metromedia will plunk down for Boston ch. 5 outlet. Record purchase, first in three-digit millions, is to include BBI Communications. **PAGE 27.**

**REQUIEM FOR 9 KHZ** □ FCC expected to formally approve request to State Department that U.S. cease advocacy for reduced channel spacing. **PAGE 29.**

**FLAK FOR FOWLER** □ FCC chairman's letter to Schmitt on S. 898 draws rebuke from senator, upsets at least one colleague at FCC. **PAGE 30.**

**CONCERNS ABOUT FCC** □ Wirth subcommittee and commission huddle on current issues, but with more restraint than at earlier oversight hearing. **PAGE 31.**

**DELAY IN LPTV THAW** □ Dawson delays until September planned move to grant 60 low-power TV and translator applications. **PAGE 32.**

**KEEPING IN STEP** □ FCC nominees Quello and Rivera say they will support Fowler plans as they sail through confirmation hearing. **PAGE 32.**

## SPECIAL REPORT

**LOCAL TV JOURNALISM'S SCORECARD** □ In the past year, expansion has been common thread with more beat specialists, more bureaus, more newscasts. **PAGE 39.** Top consultants point out that TV news has become more relevant and is being offered in larger amounts. **PAGE 42.** BROADCASTING looks at outstanding efforts in spot news, **PAGE 44;** public affairs, **PAGE 70;** investigative reporting and documentaries, **PAGE 82;** cable's deeper involvement in local news. **PAGE 97.**

## LAW & REGULATION

**CITIZEN GROUPS CHAFE** □ Nader, Charren and others blast broadcast deregulation provisions in budget legislation that they claim will put public at mercy of industry. **PAGE 98.**

**ANOTHER SLAP AT PTAR** □ Chronicle Broadcasting is

latest to ask FCC repeal off-network programing rule. **PAGE 100.**

## TECHNOLOGY

**TELETEXT STANDARD OFFERED FCC** □ CBS and TVS submit proposed technical parameters and rules that reflect consensus reached in Toronto. It draws condemnation from proponent of rival standard. **PAGE 102.**

**WANTED: TELECOM POLICY** □ Wirth subcommittee told U.S. data-flow industry is in danger of being outgunned by better coordinated competitors. **PAGE 103.**

## PROGRAMMING

**NEW CABLE SERVICE** □ Warner Amex Satellite Entertainment hopes to break new media ground on Aug. 1 with its new Music Television programing. **PAGE 105.**

## MEDIA

**OUTLOOK FOR MINORITIES** □ Ragan Henry is pessimistic at National Urban League seminar. Sundlun explains Outlet's plan to provide equity in ownership. **PAGE 109.**

## JOURNALISM

**OFF TO LONDON** □ Radio, television and news services dispatch top journalist teams to report royal wedding. **PAGE 113.**

**ABC NEWS WINS** □ *World News Tonight* beats CBS and NBC for first time in "typical" ratings week. **PAGE 114.**

## 1971

**THE 'BROADCASTING' YEARS** □ CBS-TV's *Selling of the Pentagon* led to a clash with the administration and a First Amendment confrontation on Capitol Hill. In addition, varying interpretations of the fairness doctrine continued to plague broadcasters, and efforts resumed on legislation for election reforms. **PAGE 117.**

## PROFILE

**WIDENING HARTE-HANKS'S WORLDS** □ The rise of the Texas-based diversified communications firm in the past decade has been one of America's corporate success stories. A major share of the credit belongs to Robert Marbut, its president and chief executive officer. **PAGE 143.**

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# Closed Circuit®

Insider report: behind the scene, before the fact

## Also-rans

Gannett and Capital Cities Communications were two other companies invited to submit bids, along with Metromedia, for WCVB-TV Boston (see story page 27). While Metromedia's record \$220 million "substantially" outbid competition, Gannett's offer is believed to have been at least \$175 million. (Capital Cities is thought to have dropped out of bidding.) One thing that will take some of sting out of Metromedia's cash commitment for WCVB-TV purchase is anticipated sale of either Minneapolis-St. Paul or Kansas City VHF's. Industry sources value those properties in \$70 million neighborhood.

## Northwest passage

Growing crowd of Mimi Weyforth Dawson watchers will have to wait until mid-November for FCC's newest commissioner to make first formal public pronouncement of her views. It will be appearance before Oregon Association of Broadcasters in Portland—same forum used by FCC Chairman Mark Fowler for his keynote address (BROADCASTING, June 15). Early indications are that she will take stance strongly in favor of highest engineering standards (thus conservative on low-power TV, opposed to VHF drop-ins; she will already have indicated opposition to 9 khz). She'll also urge commission to improve procedures for handling international spectrum negotiations.

It's apparent Dawson will have own agenda at FCC—and own constituency on Capitol Hill. Long association with Senator Bob Packwood (R-Ore.), chairman of Senate Commerce Committee, gives her muscle any commissioner would envy. Her evident strength and ability, plus political clout, already are giving rise to talk that she has chairmanship potential.

## Unveiling at NBC

New president of NBC is expected to be announced this week, perhaps via closed circuit to affiliates Thursday (July 30). RCA Chairman Thornton Bradshaw and NBC Chairman Grant Tinker were keeping choice to themselves last week. Speculation continued to center on NBC-TV network president Robert Mulholland, but there were equally strong reports that his lack of sales and P&L experience might retard his chances for chief operating officer job. New names in speculation included Robert Butler, TV network executive vice president and chief financial officer, and Robert Walsh, president of TV stations division. Latter

has strongest sales background among leading contenders.

Network oddsmakers last week were quoting even money on Mulholland, 2 to 1 on Irwin Segelstein, president of NBC Television, 5 to 1 on Butler and Walsh. Also thought to be in running was Arthur Watson, president of NBC Sports.

## New Gannett gambit

Never one to overlook media opportunity, Allen Neuharth, chairman and president of Gannett Co., said last week inquiries had been received and thought was being given to Washington newspaper in light of Aug. 7 demise of 129-year-old *Washington Star* (story page 34). Neuharth, whose company now is pondering go, no go on satellite-propelled national newspaper, *USA Today*, says Washington idea is premature but "interesting."

## Reagans: Pioneers all

J. Neil Reagan, 73, is joining his distinguished brother as lifetime member of Broadcast Pioneers. After career that began as an announcer on WHO(AM) Des Moines in 1933, subsequently program director, West Coast, CBS (1939-1942), then McCann-Erickson until recent retirement, Neil Reagan was nominated for Broadcast Pioneers by Robert H. Harter, president of Palmer Stations fortnight ago, in wake of President's indoctrination (see photo, BROADCASTING, June 29).

Both President and Neil began careers with Palmer stations (WOC(AM) Davenport and WHO). At McCann, Neil, while senior vice president, produced *Death Valley Days* (for Twenty-Mule Team Borax) in which his actor-brother starred and hosted. Other Neil-produced programs included *Dr. Christian* and *John Charles Thomas*. In nominating Neil, Harter said "His name will also add considerable luster to the roster of BP."

## Help from up north

New pieces of information on AM channel-spacing issue began surfacing last week, seeming to provide new ammunition for those opposing proposed reduction from 10 khz to 9 khz. New data is in adjacent-channel interference study done by Canada, which is firm supporter of retaining 10 khz system. Study, based on examination of 88 AM stations in Indiana, discloses far more serious service area losses under 9 khz plan than has been indicated by FCC staff studies. It shows two stations losing up to 45% and 47 losing more than 5%. But it also raises questions

about standards in showing that even under 10 khz plan now in effect, three stations are losing up to 25%. Canadian official who worked on study, E.D. (Ed) DuCharme, said it was based on standard approved by Region 2 but which may be "too stringent." Actual losses would not be as serious as they appear on paper, he said.

DuCharme last week returned to Ottawa from swing through 10 Latin-American countries, where he made case for retaining 10 khz plan when western hemisphere countries meet in Rio de Janeiro in fall to draft plan for AM broadcasting. DuCharme is director of World Administrative Radio Conference in Ottawa's Department of Communications, and will head Canadian delegation in Rio.

## \$88,000 per share

Latest quarterly report to stockholders of Tribune Co. shows marked increase in per-share value of 8,000 shares outstanding, up from \$83,500 last April to \$88,000 per share as of June 30. This placed total evaluation at \$704 million compared to \$530 million last time around.

Quarterly reports on fair-market value are required for beneficiaries of Tribune-News Employees Trust to establish price at which company would purchase shares from trust. Prices are regarded as ultra-conservative, covering as they do *Chicago Tribune*, *New York Daily News*, four other newspapers, plus WGN Continental (three TV's, four AM's, two FM's) and Tribune Cable Co.

## Outs and ins at STVA

Changes at top in makeup of board of directors of Subscription Television Association (STVA) are expected to take place in November. Of seven current members (eighth slot is currently vacant), three will probably leave, including Chairman Ron Brutoco, president of Universal Subscription Television; Richard Wolfson, former president of Wometco Enterprises, and H. Brian Thompson of Subscription Television of America. Most likely to succeed Brutoco is Robert Cahill, vice president of National Subscription Television, who has fought and won several instrumental court battles against STV signal pirates on behalf of industry. Candidates to fill other upcoming board vacancies include: Alan Flaherty, vice president and general manager of Golden West Entertainment; Jack Mann, vice president and general manager of Tulsa STV (ch. 41), and William Gross, president and general manager of Philadelphia STV wwsG-TV (ch. 57).

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# Business Briefly

TV ONLY

**Western Co.** □ Petroleum services. Begins Aug. 1 for 19 weeks in 25 markets. Sports times. Agency: William F. Finn & Associates, Tyler, Tex. Target: total men.

**Rand McNally** □ Children's bible. Begins Sept. 28 for 13 weeks in 10 markets. Day, fringe, weekend and early fringe times. Agency: Hahn, Crane & Associates Advertising, Chicago. Target: adults, 25 and over.

**Child World/Child's Palace** □ Toy store chain. Begins Aug. 1 for 13 weeks in 16 markets. All dayparts. Agency: Fox & Associates, Cleveland. Target: women, 18-49; children, 6-11.

**Bankers Trust of South Carolina** □ Begins Aug. 31 for 13 weeks in various South Carolina markets. Prime access and prime times. Agency: Thompson, Torchia & Dymond, Charlotte, N.C. Target: total adults.

**Brach candy** □ Begins Sept. 12 for 12

weeks-in over 20 markets. All dayparts. Agency: BBDO, Chicago. Target: women, 25-54.

**Shower To Shower** □ Body powder with baking soda. Begins in August for third quarter in Nashville. Agency: Young & Rubicam, New York. Target: total adults.

**Hills Brothers coffee** □ Mocha beverage. Begins Sept. 28 for 12 weeks in over 10 West Coast markets. Day, fringe and prime times. Agency: Timebuying Services, New York. Target: women, 18-49; men, 18-49; children, 6-11.

**Devoe & Reynolds** □ Paint. Begins Aug. 31 for eight weeks in Mobile-Pensacola, Fla., and New Orleans. Fringe, news and weekends. Agency: Grey-North, Chicago. Target: adults, 25-54.

**MFA Insurance** □ Begins Aug. 24 for eight weeks in over 10 markets. Prime and fringe times. Agency: D'Arcy-MacManus & Masius, St. Louis. Target: men, 25-49.

**Tom Thumb** □ Stores. Begins July 27 for five weeks in Austin, Tex., and Dallas. All dayparts. Agency: KCBN, Dallas. Target: women, 25-54; men, 25-54.

**Touhey For Mayor** □ Political campaign. Begins Aug. 10 for five weeks in Albany-Schenectady, N.Y. Day, fringe, prime and sports times. Agency: Dresner, Mercurio, New York. Target: total adults.

**Allen Products** □ Alpo canned dog food. Begins Aug. 10 for four weeks in over 10 markets. Prime and prime access times. Agency: Weightman Advertising, Philadelphia. Target: women, 25-54.

**ITT Continental Baking** □ Beefsteak rye bread. Begins Aug. 3 for four weeks in over 20 markets. Day, fringe and prime times. Agency: Vitt Media International, New York. Target: women, 25-54.

**Remco Industries** □ TV rentals. Begins Aug. 3 for four weeks in 30 markets. Agency: Mediacomp, Houston. Target: adults, 25-54.

**Wherever pens** □ Begins Aug. 17 for about three weeks in four markets. Weekends, early fringe and prime access times. Agency: E.T. Howard Co., New York. Target: teen-agers, 12-17; children, 6-11.

**Emery Air Freight** □ Air courier service. Begins Sept. 8 for seven weeks in 15 markets. News, sports, fringe and late fringe times. Agency: Della Femina, Travisano & Partners, New York. Target: adults, 18-49.

**South Carolina Electric & Gas** □ Youth safety campaign. Begins Aug. 29 for six weeks in various South Carolina markets. Day and weekend times. Agency: Wray/Ward Advertising, Charlotte, N.C. Target: total adults.

**Pizza Hut** □ Quality Fresh promotion. Begins Sept. 7 for four to six weeks in about 20 markets. Agency: Tyson Ketchum, Philadelphia. Target: adults, 18-49.

## Rep Report

KXYZ(AM) Houston, KBRN(AM) Brighton, Colo., KTOF(FM) Cedar Rapids, Iowa, and KRDS(AM) Tolleson, Ariz.: To Radio Spot Sales (no previous rep).

WSRZ-FM Sarasota/Tampa, Fla.: To CBS National Sales from Christal Co.

KIOY-FM Hanford/Fresno, Calif.: To CBS National Sales from Christal Co.

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**Public Affairs Series.**

"Channel 2: The People." Harry  
Porterfield—host; Jim Hatfield, Brian  
Dampier, Sue Treiman, Ed Villarreal,  
Jim Coursen—co-producers.

**Public Affairs: Single Program.**

"Tiny Town." Carrie Cochran—host; Scott  
Craig, Molly Bedell—co-producers.

**Sports Series.**

"Chicago Challenge of Champions Tennis  
Tournament." Johnny Morris, Tony Trabert,  
Jeannie Morris—co-hosts; Bob Smith, Jim  
Coursen—co-producers.

**Children's Programming:  
Single Program.**

"Cornhusks and Cowcatchers." Bob  
Wallace—host; Sue Treiman, David  
Finney—co-producers.

**Special Event Program.**

"The 1980 Chicago Emmy Awards." Bob  
Smith, Jim Coursen—co-producers.

**Documentary of Cultural Significance.**

"The Japan Factor." Bill Kurtis, Donna  
LaPietra, Bonnie VanGilder—co-producers.

**Documentary of Current Significance.**

"Villains or Victims?" John Quiñones,  
David Gelber—co-producers.

**Commentary Achievement.**

"Perspectives." Walter Jacobson.

**Editorial Achievement.**

"WBBM-TV Editorials." Tim O'Donnell,  
Lesley Crosson, Gary Cummings—  
editorial directors.

**Children's Programming Series.**

"The Magic Door." Rabbi Allen Secher,  
Marla Ginsburg, Marty Zitlin, Barry Weiss—  
co-producers.

**Individual Achievement.**

Mike Parker—reporter. "The Stars Strike  
Back." Carol Eastman—film editor.  
"Tiny Town."

# Once again...

## Channel 2 sweeps Chicago Emmys.

The Academy awarded  
13 Emmys to Channel 2,  
more than twice as many  
as any other station.

Proving that Channel 2  
is Chicago's best choice  
for news, sports, public  
affairs, commentary,  
documentaries, editorials,  
children's programming  
and special events.

**WBBM-TV CHICAGO**  
**CHANNEL 2**  
**Nobody does it better.**

CBS

**Photo Guard** □ Begins Aug. 3 for three weeks in Columbia, S.C.; Greenville-Spartanburg-Charleston, S.C.; Asheville, N.C., and Augusta, Ga. Day, fringe and prime access times. Agency: SFM Media Corp., New York. Target: adults, 18-49.

**Funk & Wagnell** □ Charlie Brown encyclopedia. Begins Aug. 26 for two weeks in New York, Hartford-New Haven, Conn., Los Angeles, Phoenix and San Diego. All dayparts. Agency: Colaross/Griswold-Eshlemen, New York. Target: women, 25-49; children, 6-11.

#### RADIO ONLY

**Joseph A. Banks** □ Clothing manufacturer and retailer. Begins Sept. 18 for eight weeks in Atlanta, Charlotte, N.C., and Philadelphia. Agency: Eisner & Associates, Baltimore. Target: men, 25-54.

**Puma** □ Basketball sneakers. Begins Aug. 17 for four weeks in eight markets. Neal Faber Media, New York. Target: men, 12-24.

**Kimberly Clark** □ Huggies diapers. Begins Aug. 3 for three days in 34 markets. Agency: Ogilvy & Mather, New York. Target: women, 18-34.

*"'The American Character' helps us achieve our goals for reporting positive aspects of American life. And mail from our listeners consistently praises this fine program."*

*— Rick Devlin, VP/GM,  
WOR Radio, New York*

**Join WOR and more than 300 other fine radio stations broadcasting this award-winning series about contemporary Americans and their positive contributions to life in this country.**

**• 90-seconds daily • Exclusive in your market • Free of charge • Narrated by Norman Vincent Peale • Funded in the public interest by ITT**

For a free demonstration cassette and more information, call collect: (212) 921-8280

**Infocom Broadcast Services Inc.**  
1440 Broadway New York, N.Y. 10018

## AdVantage

**Roll-out campaign.** "Red Carpet" treatment is theme in new Amoco Oil Co.'s spots promoting dealer service. To demonstrate this commitment, claim is made that Amoco will offer customers free quart of LDO motor oil if attendant at participating service station fails to clean windshield or ask to check oil. Created by D'Arcy-MacManus & Tassie, Chicago, 30-second spot breaks today in 30 markets. Radio spot also starting this week uses same theme.



**Advertising inside and out.** New

Scope commercials set to run in August not only promote mouthwash, but also container. Theme for spot, "Scope takes care of morning breath and morning fumbles," which promotes product and shatterproof bottle. Other network TV spot to break next month emphasizes "travel-weight" aspect of item and says, "Take Scope's unique minty freshness anywhere." Benton & Bowles, New York, handles advertising for Scope.

**Exploring new market.** Wilkinson Sword Inc. is about to introduce additions to its line of self-sharpening cutlery, on network and spot TV. Heavy advertising is set for fall to promote both deluxe triple knife and carving knife and fork sets. According to Wilkinson Sword, self-sharpening market is believed to be "untapped" and are now providing consumer awareness on importance of these items in kitchen cutlery. Kurtz & Tarlow, New York agency for Wilkinson, is currently working on in-store promotion and co-op advertising campaign.

**Cable avails.** National Cable Television Association last week published 1981 Cable Advertising Directory, which details local advertising availabilities on network programming and local program channels at close to 400 cable systems. Directory (412 pages) is based on mailings early this year to approximately 4,100 cable systems. Of 918 that responded to mailings, 377 serving 6.5 million subscribers said they accept advertising or plan to accept advertising this year and were included in directory. Analysis shows that 377 range from large systems with over 200,000 subscribers and more than \$500,000 in annual advertising revenue to systems with as few as 500 subscribers and between \$10,000 and \$25,000 in annual ad dollars. Two hundred fifty four of the 377 are owned by MSO's. The advertising rates ranged from \$6 to \$20 for 30-second spot to \$10 to \$30 for one-minute spots. Cable systems profiled in directory generated revenues of \$14 million from advertising in 1980. Directory is available from NCTA for \$5 to members and \$25 to non-members.

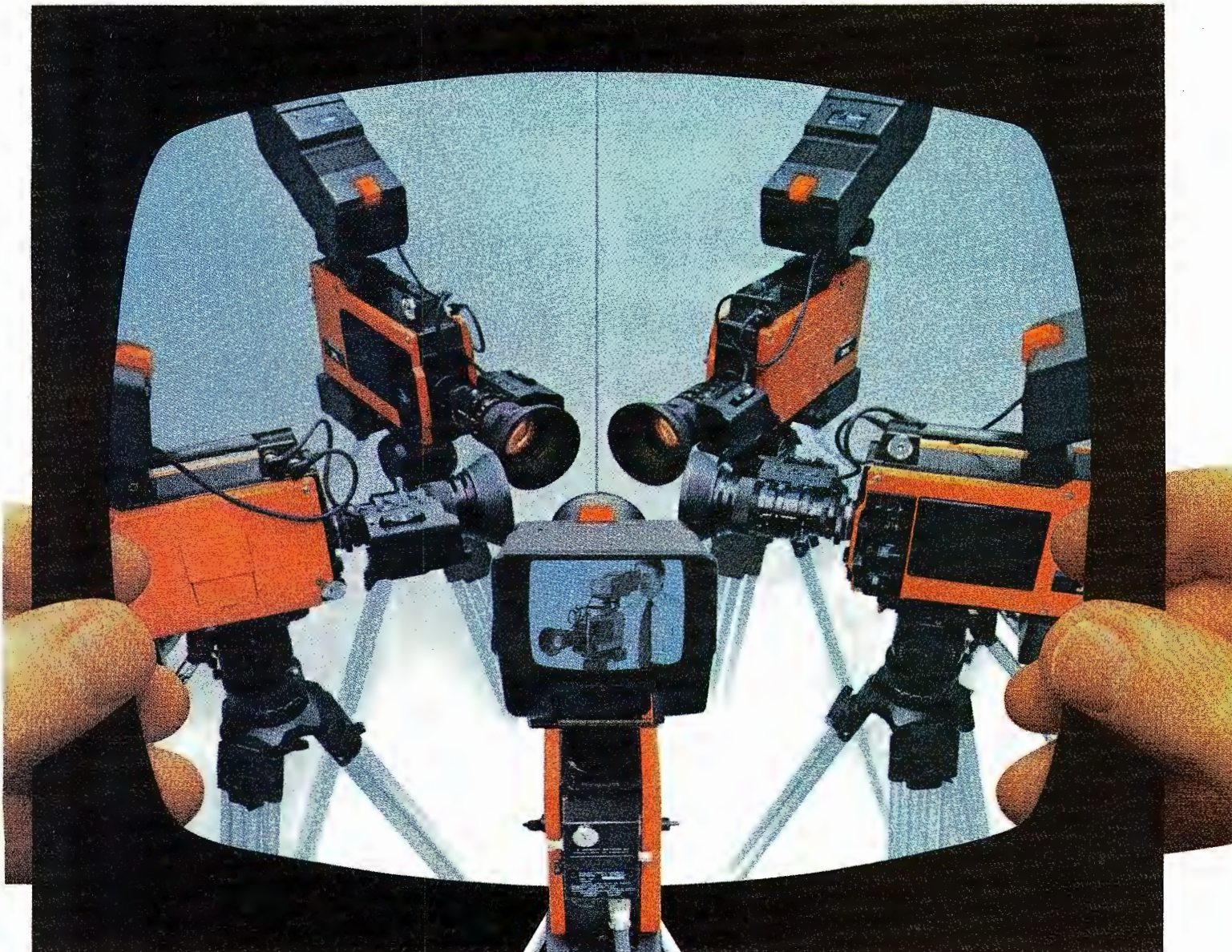
**Blair Radio opportunities.** Analysis by Blair Radio of availabilities for first half of 1981 shows most requested demographic is 25-54 group, amounting to 26.6%, up from 25.3% in 1980 six months. Virtually tied for second place are 25-49 (16.0%) and 18-49 (15.9%). Losing ground were 25-plus category which fell from 3.7% to 1.3% and 12-34 classification which dipped from 2.7% to 1.5%.

**And from Masla ...** Masla & Co.'s appraisal of spot radio requests for first half of 1981 shows numbers of requests firm handled jumped 32% over first half of 1980. In first place was 25-54, with 20.7% of requests, followed by 18-34, 18.8%, and 18-49, 17.5%. Although 25-plus category represented only 3% of all requests in first half of 1981, Masla notes it is second fastest growing demographic group, up 20% since 1980.

**Collegians watch less.** Pilot study of TV viewing among college students living in quarters at University of Wisconsin at Madison shows their viewing levels are considerably lower throughout day than those of persons aged 18-24 living in households in Madison market. Study was conducted by A.C. Nielsen Co. and financed by Nielsen and WHA-TV, WISC-TV and WKOW-TV in Madison. Nielsen said study shows student group viewing can be measured successfully but questions validity of including student group audiences in regular rating reports without measuring group separately.

**Lucky 14.** McGavren Guild Radio has taken wraps off new sales office—its 14th. Newest one is in Portland, Ore., and headed by general sales manager Sally Livengood, former media director at Fred Meyer, retail/variety store franchise, also in Portland. Ann Lebens, from traffic department of KSTP-TV St. Paul, Minn., is sales assistant. Office is located at 506 S.W. Sixth Avenue, Suite 403, Portland, Ore. 97204. Telephone number is (503) 223-1700.

# Compare



JVC's Professional Video Dealers want you to compare the newest member of the KY family of 3-tube color cameras to *any* other camera you may be thinking of...and to others you may have eliminated because of their high prices.

## COMPARE PERFORMANCE:

The KY-2700 holds registration specs to a tight 0.1, 0.2, and 0.4%, for crisp clean pictures. That's stability!

The KY-2700 has dual-edged vertical and horizontal contour correction for the detail and sharpness you require, 500 lines resolution, and for virtually noise-free video, 54db signal to noise. That's performance!

## COMPARE FEATURES:

A fast, 14:1 Servo zoom lens, Automatic Beam Control (ABC), Automatic White Balance with memory, Automatic Black Stabilizer circuit (ABS), a low 18 watt power consumption for extended battery operation, "Instant On"

performance. And much more. That's a lot.

## COMPARE VALUE:

No other professional 3-tube color camera can match these specifications at a price even near the KY-2700.

That's a pleasure.

Compare it at your JVC Professional Video Dealer NOW!

For more information,

**call toll-free 800-821-7700, Ext. 7005.**

(in Missouri, 800-892-7655, Ext. 7005.)

Or write US JVC Corp., Dept. B 7/27/81,  
41 Slater Drive, Elmwood Park, NJ 07407.

Available in Canada from JVC  
Canada, Inc., Ontario.

# The new KY-2700



**Your choice.  
Now. JVC®**  
US JVC CORP.

**Dance Fever in the Top 10.** The audience power of Dance Fever was proved again in the February Sweeps. Dance Fever ranked #4 with Women 18-49, #8 with Men 18-49 and #6 among Teens.

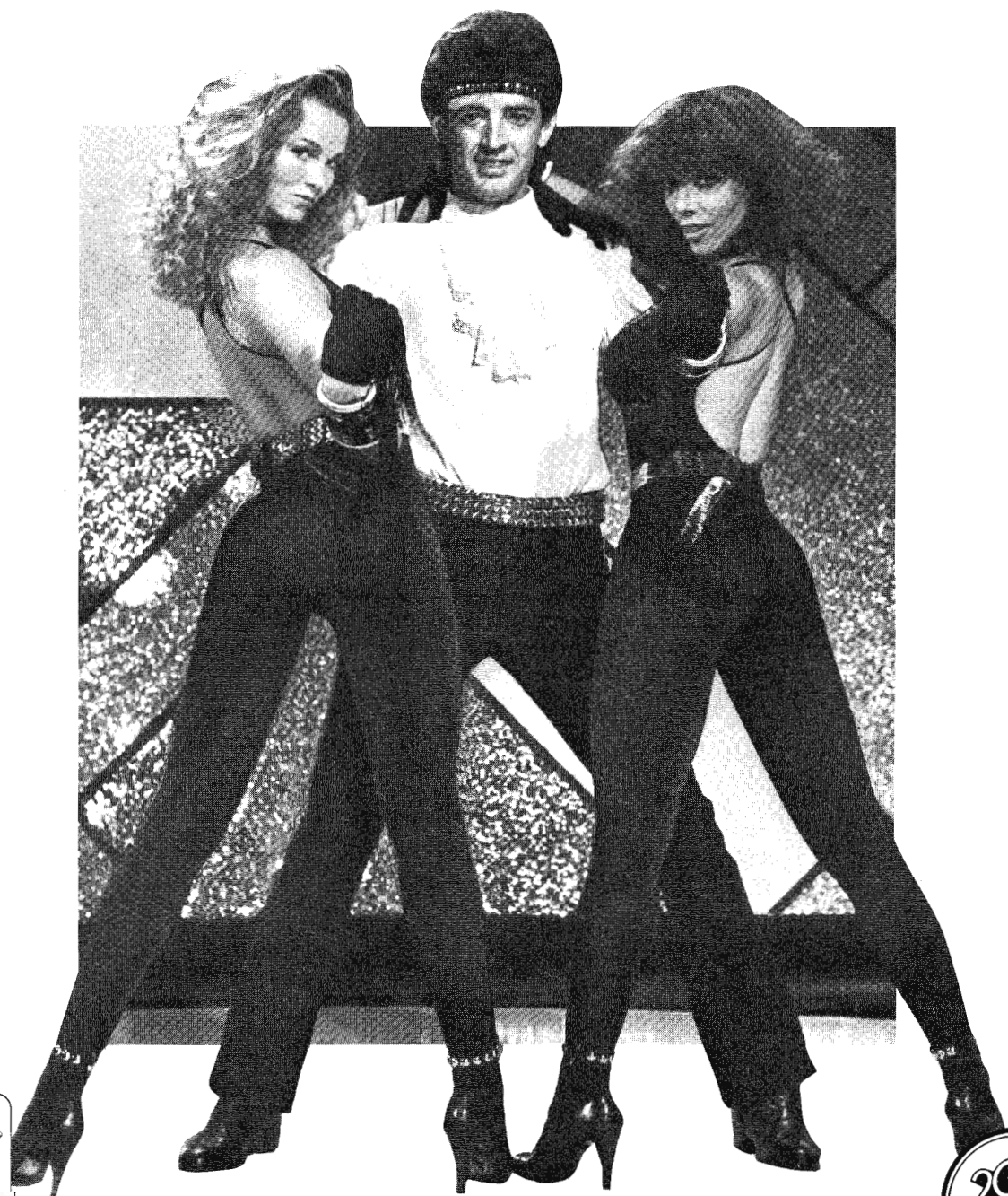
**Alive with entertainment.** The dynamic Deney Terrio and the ever-movin' Motion present the latest dances and music, along with top performers and celebrity judges. Top dance teams from all

over the country compete for \$75,000 in cash and prizes.

**Change partners and dance with us.** When planning your new schedule keep in mind that, in market after market, in all dayparts, Dance Fever has shown dramatic improvement over its station's previous programming. And now for 1981-82 season, Dance Fever is offered on a national advertiser supported basis.

**DANCE  
FEVER**  
Year 4

***"Dance your way to the top  
with us."***



Source: Cassandra, February 1981.  
Copyright ©1981 Twentieth Century-Fox Corporation.



At presstime—  
**Dance Fever Year 4**  
 cleared in over **75-80**  
 markets. (Includes all  
 available CBS O&O's.)

New York **WPIX**; Los Angeles **KNXT**; Chicago **WBBM**; Philadelphia **WCAU**; San Francisco **KTVU**; Boston **WNAC**; Detroit **WDIV**; Cleveland **WKYC**; Washington, DC **WJLA**; Dallas/Ft. Worth **KDFW**; Houston **KHTV**; Minneapolis/St. Paul **KSTP**; St. Louis **KMOX**; Miami **WCIX**; Seattle/Tacoma **KCPQ**; Tampa/St. Petersburg **WTVT**; Indianapolis **WTHR**; Sacramento/Stockton **KOVR**; Portland, OR **KGW**; Hartford/New Haven **WVIT**; San Diego **XETV**; Cincinnati **WXIX**; Milwaukee **WVTV**; Buffalo **WIVB**; Providence **WJAR**; Charlotte **WBTV**; Memphis **WPTY**; New Orleans **WDSU**; Greenville/Spartanburg **WFBC**; Birmingham **WBMG**; Oklahoma City **KWTW**; San Antonio **KMOL**; Wilkes Barre/Scranton **WNEP**; Harrisburg/Lancaster **WHP**; Dayton **WKEF**; Charleston/Huntington **WSAZ**; Flint/Saginaw **WEYI**; Greensboro/High Point **WXII**; Richmond **WWBT**; Wichita/Hutchinson **KARD**; Little Rock **KTHV**; Shreveport **KTAL**; Tulsa **KOKI**; Mobile/Pensacola **WPML**; Roanoke/Lynchburg **WLSL**; Jacksonville **WAWS**; Rochester **WHCC**; Albuquerque **KOB**; Portland/Poland Spring **WMTW**; Honolulu **KITV**; Jackson, MS **WLBT**; South Bend/Elkhart **WSBT**; West Palm Beach **WPEC**; Bristol/Johnson City **WKPT**; Baton Rouge **WBRZ**; Fargo **KXJB**; Tucson **KOLD**; Columbia, SC **WOLO**; Ft. Wayne **WFFT**; Madison **WISC**; Augusta, GA **WJBF**; Montgomery **WKAB**; Monroe/El Dorado **KNOE**; Joplin/Pittsburg **KTVJ**; Binghamton **WICZ**; Lafayette, LA **KADN**; Columbus, GA **WYEA**; Sioux City **KMEG**; Savannah **WJCL**; Charleston, SC **WCSC**; Las Vegas **KVVU**; Lubbock **KAMC**; Mason City/Austin **KIMT**; Erie **WSEE**; Boise **KTRV**; Tallahassee **WECA**; Macon **WCWB**; Reno **KAME**; Florence, SC **WPDE**; Panama City **WMBB**; Casper/Riverton **KCWY**; Harrisonburg **WHSV**; Santa Rosa **KFTY**; Victoria, Texas **KXIX**.



# Datebook

■ indicates new or revised listing

## This week

**July 26-Aug. 1**—*National Association of Broadcasters* ninth sales management seminar. Harvard Business School, Boston.

**July 30-Aug. 2**—*National Federation of Community Broadcasters* conference. Fort Lewis College, Durango, Colo. Information: NFCB, 1314 14th Street, N.W., Washington, 20005, (202) 797-8911.

**July 30-Aug. 2**—*National Gospel Radio Seminar*. Holiday Inn, Estes Park, Colo. Information: Jim Black, (615) 244-1992.

**July 31**—*Kansas Association of Broadcasters* sports seminar. Royals Stadium, Kansas City, Mo.

## August

**Aug. 1**—*TM Productions* Northeast regional commercial libraries workshop. Airport Hilton, Boston. Information: May Moseley or Betty Newman, TM Productions, (214) 634-8511.

■ **Aug. 3-4**—*Michigan Cable TV* convention. Dearborn Hyatt Regency hotel, Dearborn, Mich.

**Aug. 4**—*Electronic Industries Association* seminar, "Strategic Management of Productivity Improvement." Colonnade hotel, Boston.

**Aug. 5-7**—*National Audio-Visual Association*

microcomputer/software conference. Sheraton Inn, Memphis International Airport, Memphis.

**Aug. 8**—*Radio-Television News Directors Association* region 14 meeting. Airport Holiday Inn, Tampa.

**Aug. 9-12**—*New York State Cable Television Association* summer conference. Holiday Inn, Grand Island, N.Y.

**Aug. 10-19**—*International Union of Radio Science*, 20th general assembly. Hyatt Regency hotel, Washington. Information: R.Y. Dow, National Academy of Sciences, 2101 Constitution Avenue, N.W., Washington 20418, (202) 389-6478.

**Aug. 12-15**—*Rocky Mountain Broadcasters Association* summer convention. Prospector Square, Park City, Utah.

**Aug. 14-16**—*Satellite Television Technology* "back to basics" satellite private terminal seminar. Omaha.

**Aug. 16-19**—*National Association of Broadcasters* radio programing conference. Hyatt Regency, Chicago.

**Aug. 20**—*Academy of Television Arts & Sciences* luncheon. Speaker: Producer Aaron Spelling. Century Plaza, Los Angeles.

**Aug. 20-22**—*Southern Cable Television Association* Eastern show. Georgia World Congress Center, Atlanta. Future Eastern shows: July 22-24, 1982; Aug. 25-27, 1983; Aug. 2-4, 1984, and Aug. 25-27, 1985. All will be held at Georgia World Congress Center.

**Aug. 20-23**—*West Virginia Broadcasters Associ-*

## Major Meetings

**Aug. 16-19**—*National Association of Broadcasters* annual radio programing conference. Hyatt Regency, Chicago.

**Sept. 10-12**—*Radio-Television News Directors Association* international conference. Marriott, New Orleans. Future conventions: Sept. 30-Oct. 2, 1982, Caesars Palace, Las Vegas; Sept. 22-24, 1983, Las Vegas, and Dec. 3-5, 1984, San Antonio, Tex.

**Sept. 13-16**—*National Radio Broadcasters Association* annual convention. Bontainebleau hotel, Miami Beach, Fla. Future conventions: Sept. 12-15, 1982, Reno; Oct. 2-5, 1983, New Orleans; Sept. 23-26, 1984, Kansas City, Mo.

**Sept. 20-23**—*Broadcast Financial Management Association* 21st annual conference. Sheraton-Washington hotel, Washington. Future conference: Sept. 12-15, 1982, Riviera hotel, Las Vegas.

**Oct. 25-30**—*Society of Motion Picture and Television Engineers* 123d technical conference and equipment exhibit. Century Plaza, Los Angeles.

**Nov. 1-4**—*National Association of Educational Broadcasters* 57th annual convention. Hyatt Regency, New Orleans.

**Nov. 9**—*Region 2* conference on AM broadcasting begins. Tentatively set to run for six weeks. Rio de Janeiro.

**Nov. 9-11**—*Television Bureau of Advertising* 27th annual meeting. Fontainebleau Hilton, Miami.

**Nov. 11-14**—*Society of Professional Journalists, Sigma Delta Chi* national convention. Hyatt Regency, Washington.

**Dec. 2-4**—*Western Cable Show*. Anaheim Convention Center, Anaheim, Calif.

**Feb. 7-10, 1982**—*Association of Independent Television Stations (INTV)* ninth annual convention. Shoreham hotel, Washington. Future convention: Feb. 6-9, 1983, Galleria Plaza hotel, Houston.

**Feb. 7-10, 1982**—*National Religious Broadcasters* annual convention. Sheraton Washington

hotel, Washington.

**March 11-16, 1982**—*National Association of Television Program Executives* 19th annual conference, Las Vegas Hilton. Future conferences: March 18-23, 1983, Las Vegas Hilton; Feb. 12-16, 1984, San Francisco Hilton and Moscone Center.

**April 4-7, 1982**—*National Association of Broadcasters* 60th annual convention, Dallas. Future conventions: Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 14-17, 1985; Las Vegas, April 20-23, 1986; Atlanta, April 5-8, 1987, and Las Vegas, April 10-13, 1988.

**April 17-22, 1982**—*National Public Radio* annual conference. Hyatt Regency, Washington.

**April 23-29, 1982**—18th annual *MIP-TV* international TV program market. Palais des Festivals, Cannes, France. Future meeting: Oct. 15-20, 1982, 19th MIP-TV in conjunction with VIDCOM (International Videocommunication Exchange).

**May 2-5, 1982**—*National Cable Television Association* annual convention. Las Vegas. Future conventions: June 12-15, 1983, Houston; May 20-23, 1984, San Francisco; March 31-April 3, 1985, New Orleans; March 16-19, 1986, Dallas, and May 15-18, 1988, Las Vegas.

**May 4-5, 1982**—*CBS-TV affiliates* annual meeting. Century Plaza, Los Angeles.

**May 4-8, 1982**—*American Women in Radio and Television* 31st annual convention. Hyatt Embarcadero, San Francisco.

**May 10-13, 1982**—*ABC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

**May 16-18, 1982**—*NBC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

**June 6-10, 1982**—*Broadcasters Promotion Association* 26th annual seminar and *Broadcast Designers Association* fourth annual seminar. St. Francis hotel, San Francisco. Future seminars: June 1-4, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesars Palace, Las Vegas, and 1985, Chicago.

***Every sign on, we figure  
we have the chance to make  
some fine communities  
even better.***

Every day, when the Fetzer stations sign on in their respective communities, we look forward to another chance to meet the challenge of making some fine communities even better.

Being a part of each community, we enjoy the opportunity to bring continued public services to our neighbors. It takes everyone's efforts to anticipate and help solve community problems — and doing more than our share is our goal. In public service, we encourage our competitors to hustle too because when community problems get solved, we all benefit.

And, with everyone participating, we get a fresh, new look at it every day.

It's another reason why the Fetzer stations look forward to every sign on, every day.

And so do the audiences we serve!



***The Fetzer Stations***

**WKZO**  
Kalamazoo

**WKZO-TV**  
Kalamazoo

**KOLN-TV**  
Lincoln

**KGIN-TV**  
Grand Island

**WJFM**  
Grand Rapids

**WKJF(FM)**  
Cadillac

**WWAM**  
Cadillac

**KMEG-TV**  
Sioux City

ation 35th annual fall meeting. The Greenbrier, White Sulphur Springs, W. Va.

**Aug. 23-26**—*Cable Television Administration and Marketing Society* conference, "CTAM '81," Copley Plaza hotel, Boston. Information: CTAM, 2033 M Street, N.W., suite 703, Washington, D.C., 20036, (202) 296-4218.

**Aug. 24-26**—*Arbitron Radio* Advisory Council meeting, Park Hilton, Seattle.

**Aug. 26-27**—*Arbitron Radio* workshop. Writer's Manor, Denver.

## September

**Sept. 1**—Deadline for nominations for 1981 Women at Work Broadcast Awards, sponsored by *National Commission on Working Women*. Information: Sally Steenland, NCWW, 1211 Connecticut Avenue, N.W., Washington 20036, (202) 887-6820.

**Sept. 1**—Deadline for entries in 16th annual Gabriel Awards, presented by *Unda-USA* for radio and TV programs that creatively treat issues concerning human values. Information: Charles Schisla, (317) 635-3586.

**Sept. 1**—Deadline for entries in fourth annual Tokyo Video Festival, sponsored by *JVC of Japan*. Information: JVC Tokyo Video Festival, c/o Burson-Marsteller, 866 Third Avenue, New York 10022.

**Sept. 4-13**—*International Audio and Video Fair Berlin*. Berlin Fairgrounds. Sponsor: Association for the Advancement of Entertainment Electronics Ltd., Frankfurt/Main. Information: Gesellschaft zur Förderung der Unterhaltungselektronik (GFU), mbH, Stresemannallee 19, 6000 Frankfurt 70, telephone: (0611) 6-30-22-89.

■ **Sept 7-10**—*International Institute of Communications* annual conference. Speakers include Leonard Marks, Washington attorney and secretary-treasurer of World Press Freedom Committee and Delbert Smith, senior vice president of Comsat. Palais d'Europe, Strasbourg, France.

**Sept. 9**—Ohio Association of Broadcasters sales workshop. New Marriott, I-71, Columbus, Ohio.

**Sept. 9-11**—"Cable Television: An Advertising and Marketing Tool" national conference, sponsored by *University of Wisconsin-Extension*. Speakers include J. Leonard Reinsch of Warner Amex and Robert Alter, Cabletelevision Advertising Bureau. Concourse hotel, Madison, Wis.

**Sept. 10-12**—*Radio-Television News Directors Association* international conference. Marriott, New Orleans.

**Sept. 11-13**—*Nebraska Broadcasters Association* annual convention. Lincoln Hilton, Lincoln, Neb.

**Sept. 11-13**—*Maine Association of Broadcasters* convention. Samoset Resort, Rockport, Me.

**Sept. 12**—Deadline for U.S. entries in 24th annual *International Film and TV Festival* of New York. Categories include commercials, TV programs, film, tape slide and audio-visual productions. Information: Festival, 251 West 57th Street, New York, N.Y., 10019.

**Sept. 13-15**—*Minnesota Broadcasters Association* fall meeting. Holiday Inn Downtown, Rochester, Minn.

**Sept. 13-15**—*Washington State Association of Broadcasters* annual fall meeting. Seattle Marriott hotel, Seattle.

**Sept. 13-15**—*CBS Radio Affiliates* board meeting. Salishan Lodge, Gleneden Beach, Ore.

**Sept. 13-16**—*National Radio Broadcasters Association* annual convention. Fontainebleau Hilton, Miami Beach, Fla.

**Sept. 15**—Deadline for entries in 14th national Abe Lincoln Awards, sponsored by *Southern Baptist Radio and Television Commission*. Information: Bonita Sparrow, awards coordinator, Southern Baptist Radio-Television Commission, 6350 West Freeway, Fort Worth, 76150, (817) 737-4011.

**Sept. 16-18**—*Electronic Industries Association* management seminar for Chicago. Holiday Inn O'Hare Airport/Schiller Park, Ill. Information: EIA Education, Suite 405, 2001 Eye Street, N.W., Washington, 20035, (202) 457-4996.

**Sept. 17-18**—31st annual Broadcast Symposium, sponsored by *Institute of Electrical and Electronics Engineers*, Hotel Washington, Washington. Informa-

tion: Drew Larson, (703) 841-0500.

**Sept. 17-19**—*American Women in Radio and Television* East central area conference. Westin hotel, Cincinnati.

**Sept. 17-20**—*Federal Communications Bar Association* annual seminar with panel sessions on future course of regulation/deregulation in common carrier and on "News Coverage in the 80's—How Best to Inform the People." Williamsburg Hilton, Williamsburg, Va.

**Sept. 18-19**—*South Dakota State University's* 15th annual South Dakota Broadcasters Day. University campus and Holiday Inn, Brookings, S.D. Information: (605) 688-4191.

**Sept. 18-20**—*New Hampshire Association of Broadcasters* annual convention. Waterville Valley Resort, Waterville Valley, N.H.

**Sept. 18-21**—*9th International Broadcasting* convention. Metropole Conference and Exhibition Center, Brighton, England.

**Sept. 19**—*Society of Broadcast Engineers* San Francisco Bay Area annual banquet, chapter 40. Concord Inn, Concord, Calif.

**Sept. 20-23**—*Broadcast Financial Management Association* 21st annual conference. Sheraton-Washington hotel, Washington.

**Sept. 23**—*International Radio and Television Society* newsmaker luncheon. Speaker: FCC Chairman Mark Fowler. Grand Ballroom, Waldorf Astoria hotel, New York.

**Sept. 23-25**—*Public Service Satellite Consortium* sixth annual conference for satellite communications users. Washington Hilton, Washington. Information: Polly Reed Rash, PSSC director of communications, Suite 907, 1660 L Street, N.W., Washington 20036, (202) 331-1154.

**Sept. 23-26**—*National Broadcast Association for Community Affairs* annual conference. Manor Vail Lodge, Vail, Colo. Information: Marcia West, KOA-AM-TV Denver, (303) 861-4444.

**Sept. 24-25**—*National Association of Black Owned Broadcasters* annual broadcast management conference. National Association of Broadcasters headquarters, Washington.

**Sept. 24-26**—*American Women in Radio and Television* Western area conference. Marina City Club, Marina del Rey, Calif.

**Sept. 25**—*Society of Broadcast Engineers* central New York regional convention and equipment show. Hilton Inn. Information: Hugh Cleland, noncommercial WCNV-FM-TV Liverpool, N.Y., (315) 457-0440.

**Sept. 25-26**—*Society of Broadcast Engineers*, north Texas chapter, Southwest Regional Convention and Exposition. Rodeway Inn, Arlington, Tex.

**Sept. 25-26**—*New York State AP Broadcasters Association* annual meeting and awards banquet. Niagara Hilton, Niagara Falls, N.Y.

**Sept. 28-30**—*Nevada Broadcasters Association* annual convention. Elko, Nev.

**Sept. 28-30**—*Texas Association of Broadcasters* engineering-management conference. Loew's Anatole hotel, Dallas.

**Sept. 29-30**—*Arbitron Radio* workshop. Copley Plaza, Boston.

**Sept. 30**—Deadline for entries in Ohio State Awards honoring excellence in educational, informational and public affairs broadcasting, sponsored by *Institute for Education by Radio-Television*. Information: Ohio State Awards, c/o WOSU Stations, 2400 Olentangy River Road, Columbus, Ohio, 43210.

**Sept. 30-Oct. 2**—*Mid-America Cable TV Association* 24th annual meeting and show. Hyatt Regency, Kansas City, Mo. Information: Rob Marshall, Mid-America Cable TV, Route 1, Lecompton, Kan., 66050, (913) 887-6119.

## October

**Oct. 1-2**—*University of Illinois* sixth scholar-educational

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**“COUNTRY  
RADIO  
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TOTAL  
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12 + ”**

**R**oger Stockton, General Manager of WTQR-FM/Winston-Salem, uses DRAKE-CHENAULT'S GREAT AMERICAN COUNTRY. WTQR-FM is the #1 radio station in the highly competitive, 22-station Greensboro/Winston-Salem/High Point market, and they've been a solid #1 since 1979. \* For over eight years, GREAT AMERICAN COUNTRY, an exclusive DRAKE-CHENAULT program service, has helped station managers to control sound and control costs. Call us!

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Canoga Park, California 91304

\* ARBITRON Audience Estimates, April/May 1979 to October/November 1980., Total Persons 12 +, Monday-Sunday 6AM-Midnight. Audience estimates are subject to the qualifications outlined in the original research.

tor conference, "Education, Media for the Millions, and Government Policy in the 1980's." University of Illinois, Champaign-Urbana, Ill.

**Oct. 2-3**—*Florida Association of Broadcasters* fall conference. Opryland, Nashville.

**Oct. 2-4**—*American Women in Radio and Television* West central area conference. Omaha.

**Oct. 2-4**—*American Women in Radio and Television* west Central area conference. Regency West, Omaha.

**Oct. 3-4**—*New Jersey Associated Press Broadcasters Association's* annual fall meeting. Harrah's Marina casino hotel, Atlantic City.

**Oct. 4-6**—Cable Software Symposium and Exposition, co-sponsored by *National Cable Television Association* and *Cable Television Administration and Marketing Society*. Hyatt Regency hotel, New Orleans.

**Oct. 4-6**—*Kentucky CATV Association* convention. Executive Inn, Owensboro.

**Oct. 4-6**—*New Jersey Broadcasters Association* 35th annual convention. Golden Nugget casino hotel, Atlantic City, N.J.

**Oct. 5-7**—International Electrical, Electronics Conference and Exposition, sponsored by *Canadian Region of Institute of Electrical and Electronics Engineers*. Exhibition Place, Toronto.

**Oct. 7**—*International Radio and Television Society* newsmaker luncheon. Speaker: CBS Inc. President Thomas H. Wyman. Waldorf-Astoria, New York.

**Oct. 7-8**—*National Association of Broadcasters* engineering department's 14th AM directional seminar. Marriott Inn/Airport, Cleveland.

**Oct. 7-9**—*Tennessee Association of Broadcasters* convention. Peabody hotel, Memphis.

**Oct. 8-11**—*National Black Media Coalition* annual conference. Speaker: FCC Chairman Mark Fowler. Mayflower hotel, Washington.

**Oct. 9-11**—*American Women in Radio and Television* Mid-east area conference. New Marriott, Harrisburg, Pa.

**Oct. 11-13**—*National Association of MDS Service Companies* annual convention. Atlanta Hilton, Atlanta. Convention information: Diane Hinte, Standard Communications Corp., P.O. Box 92151, Los Angeles 90009. Exhibition information: Richard Greene, Trade Associates Inc., 4701 Willard Avenue, suite 105, Washington 20015.

**Oct. 13-15**—*Western Educational Society for Telecommunications* 11th annual conference. Harrah's, Reno. Information: Dr. Donel Price, Media Production Services, California State University, Los Angeles, 90032, (213) 224-3396.

**Oct. 13-15**—Broadcasters Clinic sponsored by *University of Wisconsin-Extension*. Sheraton Inn, Madison, Wis. Information: Don Borchert, UW-Extension, Vilas Communication Hall, Madison, Wis., 53706, (608) 263-2157.

**Oct. 14**—Chicago Collegiate Broadcasting Day, sponsored by *Illinois Broadcasters Association* and *Loyola University of Chicago's* department of communication. Marquette Center, Loyola University of Chicago.

**Oct. 14-15**—Maryland/Delaware Cable Television Association annual fall meeting. Hyatt Regency, Baltimore.

**Oct. 14-16**—*Kentucky Broadcasters Association* convention. Marriott Resort hotel, Lexington, Ky.

**Oct. 14-18**—*Women in Communications* national professional conference. Stouffer's, Cincinnati.

**Oct. 15**—Fund-raising dinner honoring *Sol Taishoff on 50th anniversary of Broadcasting magazine*, for benefit of Broadcast Pioneers Foundation and Broadcast Pioneers Library. Co-chairmen: Reid Chapman, president of Pioneers, and Vince Wasilewski, president of National Association of Broadcasters. Washington Hilton.

**Oct. 15**—*American Council for Better Broadcasts* 28th annual conference. Theme: "Telecommunications in Our Everyday Lives—The New Challenge Toward a Media Wise Society." Capitol Holiday Inn, Washington. Information: ACBB, 120 East Wilson Street, Madison, Wis., 53703, (608) 257-7712.

**Oct. 15**—*Connecticut Broadcasters Association* annual meeting and fall convention. Hotel Sonesta, Hartford, Conn.

**Oct. 15**—Video Technology for Filmmakers, sponsored by *Advanced Technology Seminars*. Barbizon Plaza hotel, New York. Information: Advanced Technology Seminars, 1600 Broadway, Suite 690, New York, 10019.

**Oct. 15-17**—*American Women in Radio and Television* Southwest area conference. Hilton LBJ, Dallas.

**Oct. 15-18**—*American Women in Radio and Television* Northeast area conference. Regency Hyatt Cambridge, Boston.

**Oct. 15-18**—*American Women in Radio and Television* Southern area conference. Mills House, Charleston, S.C.

**Oct. 15-18**—*Women in Communications* national conference. Cincinnati. Information: (512) 345-8922.

**Oct. 16**—*Colorado State University/Colorado Broadcasters Association* 10th annual CSU Broadcast Day. Speaker: Timothy Wirth (D-Colo.), chairman, House Telecommunications Subcommittee. Colorado State University, Fort Collins. Information: Dr. Robert MacLauchlin, (303) 491-6140.

**Oct. 16-17**—*Friends of Old-Time Radio* annual convention. Holiday Inn, Bridgeport, Conn. Information: Jay Hickerson, (203) 795-6261 or (203) 248-2887.

**Oct. 19-20**—*American Women in Radio and Television* Northeast area conference. Boston.

**Oct. 21-22**—*Ohio Association of Broadcasters* fall convention. Columbus Hyatt Regency, Columbus, Ohio.

**Oct. 22**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

**Oct. 25-30**—*Society of Motion Picture and Television Engineers* 123d technical conference and equipment exhibit. Century Plaza, Los Angeles.

**Oct. 26-28**—*Atlantic Cable Show*, co-sponsored by cable television associations of New York, New Jersey, Pennsylvania, Delaware and Maryland. Bally Park Place, Del Webb's Claridge and Brighton hotels, Atlantic City, N.J. Information: (609) 394-7477.

**Oct. 28-31**—Pro & Con Screening Board's national conference on media, "Opportunities in the Media,

with or without EEO." Information: Pro & Con Screening Board, 226 South Wabash, Suite 700, Chicago, Ill., 60604, (312) 663-0801.

**Oct. 29-Nov. 1**—*Missouri Broadcasters Association* fall meeting. Hilton Plaza Inn, Kansas City, Mo.

**Oct. 30-Nov. 1**—12th annual Loyola National Radio Conference sponsored by *Loyola University of Chicago*, department of communications. Hyatt Regency, Chicago.

## November

**Nov. 1-4**—*National Association of Educational Broadcasters* 57th annual convention. Hyatt Regency, New Orleans.

**Nov. 1-4**—*Scientific Atlanta's* seventh annual Satellite Communications Symposium. Hilton hotel, Atlanta.

**Nov. 3-6**—*Pennsylvania Cable Television Association* annual convention. Hershey Pocono Resort, Whitehall, Pa. Information: (717) 234-2190.

**Nov. 4-6**—*Electronic Industries Association* management seminar for Boston. Holiday Inn of Waltham, Waltham, Mass. Information: EIA Education, Suite 405, 2001 Eye Street, N.W., Washington 20036, (202) 457-4996.

**Nov. 5-7**—*National Translator Association* annual Low-Power Television and Translator Convention. Hilton Inn, Albuquerque, N.M. Information: NTA headquarters, 36 South State Street, Salt Lake City, Utah, 84111, (801) 237-2623.

**Nov. 8-11**—*Association of National Advertisers* annual meeting. Fairmont hotel, San Francisco.

**Nov. 9-11**—*Television Bureau of Advertising* 27th annual meeting. Fontainebleau Hilton, Miami.

**Nov. 9-11**—*Subscription Television Association* second annual conference. Hyatt hotel at Los Angeles International Airport. Information: Valerie Backlund, (213) 827-4400.

**Nov. 11-14**—*Society of Professional Journalists, Sigma Delta Chi* national convention. Hyatt Regency, Washington.

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EDITOR: As a life-long broadcaster and more recent independent television operator, I should be able to take Washington events in stride, but my blood began to boil as I read in *BROADCASTING* of FCC Commissioner Anne Jones and her speech to the New England Cable Television Association. Her solution for the so-called "saturated" cable systems is to eliminate the local must-carry rules, a clear echo from the \$50,000 effort of Ted Turner to enhance his own national coverage at the expense of local television viewing.

Anyone with two ounces of brains knows that cable saturation of a market leads quickly to the elimination of off-air TV antennas. If, at the whim of a community or competing cable operator with high market penetration the regional independent TV broadcaster can be dumped, we might as well pack it in. We've lost our viewers.

We can only hope the new FCC chairman and a majority of the commissioners will investigate our market first-hand before they completely kill their own child—local broadcast origination.—*Richard C. Dean, station manager, WFMZ-TV Allentown, Pa.*

**Power a poor measure**

EDITOR: I have read with utter disgust that portion of deregulation (*BROADCASTING*, June 29) that would levy annual fees for AM and FM services solely on the basis of power without regard to market size or rate structure.

WEXM is located in a rural/agricultural area on the Delmarva peninsula in Virginia. Because the people of the area are few and far between, it is necessary that we have 50,000 watts of power to reach them. Our income, however, is so modest as to be a mere fraction of what radio stations generate in more cosmopolitan areas.

To imply that power and income are synonymous is absurd; the idea must have been conceived by some desk clerk who has no concept whatsoever of radio in rural, low-income areas. We are doing our best at WEXM to provide employment for some local people, to derive a modest living for the general manager (namely me, with five dependents and a yearly income of about \$10,000) and to provide a much needed public service for the farmers and watermen who inhabit the peninsula.—*James A. Rew Jr., general manager, WEXM-AM-FM Exmore, Va.*

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# Monday Memo®

A broadcast advertising commentary from William McClenaghan, director of research, ABC Radio Network, New York

## Network radio: simpler to plan, simpler to buy

Network radio research has undergone a radical transformation in just the last few years. Consider that as late as the mid-seventies, RADAR, the rating service for the line networks (ABC, CBS, Mutual, NBC, RKO and Sheridan), provided only program-by-program estimates.

Daypart average and cume estimates, reflecting accumulated program audiences, were not reported. If a buyer wanted to buy adults 18-49, it was necessary to add men and women 18-49. If a buyer wanted to buy adults 18-34, it was necessary to make two subtractions and one addition.

RADAR, the rating service, reported no ratings. While network radio offered the advertiser many opportunities then, as it does now, the presentation of the research made network radio harder to evaluate than either spot radio or television.

But that's all changed now and network radio is now easy to plan and buy. In addition to reporting program-by-program audiences to "cleared commercials"—both inside and outside programs—RADAR now prints a second volume showing only daypart estimates. Average estimates are reported on one page and cume estimates on the opposite page. Average and cume ratings are reported.

The buyer no longer has to add or subtract to obtain the desired sex-age group because RADAR now reports printed estimates for more different sex-age groups than Arbitron... including the heavily used 12-24 and 12-34 targets. RADAR is easier to use; network radio is easier to plan and buy.

Twice a year, the line radio networks, through RADAR, provide national benchmark listening estimates by daypart for important segments such as working women, education and income of listeners, household size, where listeners live (census regions and county size), where listeners listened (at home, in car, other places) and a cross-tabulation of listening and viewing. This same kind of information also is available for each radio network. This gives an entirely new dimension for planning and buying network radio.

In 1978, the line networks jointly supported the development by SRI of an on-line computer system to make planning and buying network radio faster. Called ROL (Radar On-Line), this system has undergone many improvements and provides not only multiple-week reach and frequency estimates but also estimates for the same kinds of socio-economic data mentioned above (working women,



William T. McClenaghan joined the ABC Radio Network as director of research in July 1977. In this capacity he designed and introduced RASCAL (Research and Sales Computer Analysis), an on-line computer system for evaluating and analyzing network radio. Before joining ABC, McClenaghan was VP, sales and administration, of Schulke Radio Productions from August 1976 to June 1977. Previously he was VP, general manager, Arbitron Radio. He is co-chairman of the Radio Advertising Bureau's goals committee.

education, etc.). Development of this system was a significant step in establishing network radio's credibility. Until ROL made its appearance, each network had its own formula for reach and frequency and each produced different results for the same schedule.

In the mid-seventies, there was no information available to allow an evaluation of radio networks on a market-by-market basis. In 1975, ABC went to Arbitron with the idea and financial support to over-sample unmeasured ADI's during Arbitron's April/May sweep and then produce audience estimates for each of the top 100 ADI's plus the balance of the country to provide "national" Arbitron time period estimates. Katz Radio also financially supported this first-of-a-kind radio survey.

Suddenly advertisers and agencies could evaluate network radio's strength on an ADI-by-ADI basis. What started out as a customized survey is now marketed by Arbitron under the title of "Nationwide Network Audience Estimates."

Virtually all radio networks today have some kind of computer system designed to make network radio easier to plan and

buy. In 1977, ABC introduced RASCAL (Research and Sales Computer Analysis) to the industry. Designed by ABC, programmed and maintained on-line by Interactive Market Systems (IMS), RASCAL provides reach and frequency estimates for single or multiweek schedules with these options: radio network, radio stations or networks and stations together. Schedule analysis is available on a market-by-market basis or for any specified combination of markets... including the total U.S.

Another feature of RASCAL is the ability to rank radio networks, radio stations, or radio networks and radio stations, together, on a market-by-market basis. RASCAL also ranks radio networks for any specified combination of markets (top 25, top 100) including total U.S.

RASCAL was in such demand that in 1980 ABC licensed IMS to market the system independently under its own name, RADNET.

In May of this year, ABC introduced AREAS, using Arbitron's coverage study as its data base. Programed and maintained on-line by IMS, AREAS allows advertisers such as bottlers and fast-food companies to define their own geography for the purpose of evaluating network radio schedules. For the first time it is possible to evaluate network radio in non-standard geographic areas fast and efficiently. In the past, use of non-standard geography has required a manual tabulation of data from Arbitron's coverage reports.

Today, network radio is easy to evaluate, plan and buy. It's a good thing too because the number of line radio networks is growing by leaps and bounds. ABC will start 1982 with two new networks, one focusing on young adults and the other an adult format with emphasis on the 25-44 group. CBS has announced plans to launch a youth-oriented network in 1982. RKO is starting a second network. There will be almost as many new radio networks in 1982 as appeared in the first RADAR report in 1968. The 11 radio networks now listed in RADAR may be expected to expand to 15 or more by the end of 1983.

With the growth in the number of radio networks will come even better and more sophisticated ways to plan and buy network radio. By 1983, you probably will find radio network sales executives carrying a pocket-size computer (not a calculator) to help analyze and plan network radio right in the client's office. It will be efficient, fast and easy. Network radio is in high gear now and if the last few years are any indication of things to come, planners and buyers of network radio can look forward to even more improvements in the future to make their jobs easier.



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## Metromedia WCVB-TV Boston \$220 million

**Record price for single station catches industry by surprise; details of financing not yet forthcoming; BBI Communications included in deal; license was acquired in 1972 after WHDH-TV lost 10 year-fight for renewal**

Metromedia Inc. agreed last Wednesday to pay Boston Broadcasters Inc. \$220 million for ch. 5 WCVB-TV Boston—the highest price ever paid and the first in three-digit millions for a single-station broadcast property. The station—regarded by many as the nation's finest in terms of local program development and origination—is the ABC affiliate in the country's sixth largest TV market.

The previous record price paid for a single TV station was \$65 million for KOVR-TV Sacramento, Calif. (licensed to Stockton) which the Providence, R.I.-based group owner Outlet Co. acquired from McClatchy Newspapers last year (BROADCASTING, March 24, 1980).

A deal worth substantially more than the KOVR transaction was proposed two years earlier but fell through. In March 1978, Joe Allbritton agreed to sell his WJLA-TV Washington to Combined Communications Corp. in exchange for KOCO-TV Oklahoma City and \$55 million—an overall package observers valued at \$100 million.

Metromedia isn't yet saying how the deal will be structured, or how the financing might be arranged. Sources at the station indicate Metromedia will pay 80% of the price in cash, 20% in notes. But no matter how it's done, the price represents a windfall for the stockholders of BBI. That company got the ch. 5 allocation essentially for legal fees of about \$2 million, when the FCC ordered Herald-Traveler owned WHDH-TV off the air. Valuing individual shares of BBI stock at \$1,300, founder and chairman Leo L. Beranek would get \$7.4 million (see box at right for other details). The proposed sale is subject to FCC approval.

That \$1,300 per share valuation, which would add up to \$204 million, comes from the station, and would seem to account for repayment by BBI of outstanding debt at the time of the closing.

While the price seems enormous, one line of reasoning holds that it simply is a demonstration of the value of the truly major-market stations, none of which have crossed the auction block recently.



Bennett

Indeed, most industry observers were saying that, based on their estimates of likely WCVB-TV finances, the price is in time with the typical 10-11 times cash flow multiple being applied to television properties. (Some people call it 10 times pre-tax earnings, but as one analyst notes, the difference between the two, depreciation, is usually small). One skeptic suggests WCVB-TV's margins are lower than average, estimating earnings nearer to \$16 million than to \$22 million, which boosts the multiple above 13. That individual, however, notes one could argue a major market network affiliate should command a premium, a point now being debated by others who claim "megabuck" deals at 10 times are overpriced.

Harder to figure in the equation is a

value that might be assigned to BBI Communications, the production house that's been turning out such programs as the syndicated series, *The Baxters*, and the upcoming ABC special, *Summer Solstice* (believed to be the first show a local station sold to a network). BBI comes along in the deal, and at a time when Metromedia is in the process of attempting to rebuild its own Metromedia Producers Corp.

While observers were noting the opportunity for synergism on the production side, among them BBI product being funneled to Metromedia stations other than WCVB-TV, the hopeful purchaser was saying last week that BBI Communications "will remain intact" and won't disappear into MPC. However, it's expected that a week or more will elapse before the exact fit of BBI Communications into Metromedia, such as lines of reporting, are announced.

How Bob Bennett, general manager of WCVB-TV, might fit into the company was another of the big—and as yet unanswered—questions generated by last Wednesday's news (see separate story).

The acquisition of another V would put Metromedia over the five-VHF ownership limitation and necessitate the sale of one of its current properties. All eyes are focusing on WTCN-TV Minneapolis-St. Paul, an NBC affiliate, and KMBC-TV Kansas City, an ABC affiliate. Metromedia insists no decision has been made on that score, and in the industry arguments are being advanced to support the sale of each. If the balance of speculative opinion is swinging in any direction, it seems to be toward disposition of the Kansas City property.

Among the things Metromedia gains by

**Instant millionaires.** Assuming FCC approval of the sale of WCVB-TV Boston, 37 of the 225 stockholders stand to become instant millionaires after picking up \$1,300 for each share of their stock. The station executives who are among the big winners are General Manager Robert M. Bennett, who holds 4,000 shares and would get \$5.2 million, and James P. Miller, vice president and business manager, who holds 1,012 shares and would get \$1.3 million. Other station personnel, including on-air talent, own fractions of stock, but not in amounts over \$1 million. However, three of the larger gainers come close: Gerald J. McGavick, director of sales, \$981,500 (755 shares); Michael Volpe, general sales manager, \$887,500 (675 shares), and Valdo J. Conte, vice president, commercial operations, \$806,000 (620 shares). BBI Board Chairman Leo L. Beranek owns 5,658 shares and stands to gain \$7.35 million, but he is not the biggest gainer on the board. William J. Poorvu, vice chairman and treasurer, owns 8,111 shares valued at \$10.54 million, and C. Charles Marran owns 7,995 shares valued at \$10.39 million. The other five board directors, in addition to Beranek, Bennett, Poorvu and Marran, stand to gain between \$2.5 million and \$5.6 million each.

## Dramatic first quarter century for Boston's ch. 5

The Boston ch. 5 television facility has reported all of the major news stories of the past 24 years. Not infrequently, some of the biggest have involved itself. The unprecedented price Metromedia Inc. will pay for WCVB-TV is only the last in a series of ch. 5 newsbreaks.

Boston Broadcasting Inc. acquired the license for the station in a historic FCC decision that shook the broadcasting industry badly: for the first time, the commission denied a television station's renewal application—of WHDH-TV—and granted the application of a challenger. The vote was 3 to 1.

That was in January 1969 (BROADCASTING, Jan. 27, 1969). And it marked a climax to a saga that had its origin in a couple of lunches the late Harold Choate, president of the Herald-Traveler Corp., had with then FCC Chairman George C. McConaughy, while the original comparative hearing involving ch. 5 was under way, in the mid-1950's.

Because of the lunches, the commission's grant to the Herald-Traveler in 1957 was tainted by an ex parte scandal that swirled about the company until it lost the license in 1972, after a series of desperate court actions failed. But ironically, the commission decision denying WHDH-TV renewal of license did not involve the ex parte matter; it was based principally on a concentration of control of media issue. The Herald-Traveler then owned two daily newspapers, a Sunday paper and AM and FM outlets, as well as the television station.

BBI got into the contest for ch. 5 in 1962. Four years earlier, the U.S. Court of Appeals had remanded the case to the FCC because of the ex parte matter, and the commission proceeded to reaffirm its original grant. But, in 1962, it awarded WHDH-TV only a four-month license, and opened the frequency to new applicants. That's where BBI came in.

The Boston ch. 5 case provided Sterling Quinlan, former ABC vice president in Chicago, with material for a book. He took his title from event that led to the Herald-Traveler's downfall: "The \$100 million Lunch." Actually, as last week's sale makes clear, it was a lot more expensive than that.

a purchase of WCVB-TV would be another ch. 5 assignment, complementing those it has in New York (WNEW-TV) and Washington (WTTG). That would give Metromedia coverage on that channel in an Eastern seaboard corridor from Maine to Virginia. And adding the Boston market in place of Kansas City would boost Metromedia's coverage of TV homes from 19.5% to 21%.

News of the purchase agreement followed close on the heels of some astounding stock performance for Metromedia, which rose \$4.75 to close at a year's high of \$151 last Monday while the market took a nose dive. The stock continued Tuesday and Wednesday to edge higher, up slightly to \$153.75. A Metromedia spokesperson was adamant in maintaining that no rumors of the purchase had leaked out. Indeed, after the news broke that the company would be spending \$220 million, its stock closed at \$145.75 Wednesday, and by Thursday closed at \$143.50.

### Robert Martin Bennett and the Midas touch in television

Sitting on the sofa in his Needham, Mass., office, feet on the glass table and popping jelly beans, Bob Bennett described last week's sale of WCVB-TV as the end of a years-long process dictated by aging stockholders with estate planning problems. Of the 30 original investors who banded together nearly 20 years ago to seek the ch. 5 (then held by the Herald-Traveler Corp.'s WHDH-TV) license, nine are dead, seven are over 70 and six are over 65.

Over the years, Bennett said, 15 to 20 companies had approached WCVB-TV with an eye to purchasing it. After considering offers from three of those suitors, the BBI directors voted last Wednesday morning to sell out to Metromedia. Its offer had been

on the table for a week and was the highest, said Bennett, who termed the purchase price "somewhere in the neighborhood" of 10 times pre-tax earnings. (Last year, some observers estimate, WCVB-TV earned between \$15 and \$20 million before taxes on revenues of approximately \$45 million.)

Bennett said Metromedia "has pretty much the same philosophy as we do." He said Board Chairman John Kluge feels the station's strength is in local programming and public affairs, and hopes that those priorities will spread through its other stations.

That doesn't mean, Bennett added quickly, that he is going out to help the Metromedia stations. "I told Kluge that I didn't want to get into employment conversations" while the sale was being negotiated, Bennett said. "My first obligation was to the stockholders. I haven't had time to have that conversation yet, but I'll talk with him very soon." Bennett, who had been mentioned as a possible president of ABC, said, "I don't know where I'm going. As of now, I'm going to continue to do what I'm doing, and then decide what I want to do."

Bennett called the station he joined in 1971 after 13 years with Metromedia (following the license award to BBI) a "unique entity at the point where the industry is going. We're hitting on the right chord and searching for new kinds of programming. We might be able to set an industry standard."

Will the buyout threaten the station's quality? "I don't think Kluge spent \$220 million if he wanted to change us," Bennett replied. "I sense he'll expand." Bennett said that the station's syndication arm, BBI Communications, has had difficulty competing in the production and syndication marketplace and needs the

resources of a major corporation such as Metromedia.

Employees, from whom news of the sale had been kept until shortly before competitors' camera crews started arriving, echoed Bennett's prediction that the station's staff and values wouldn't change. "The staff is in a very good position," said Bennett. "Kluge thinks there's magic dust sprinkled over our creative people. We've been able to produce quality TV at a profit."

## House may be giving an inch on deregulation

**Or, on the other hand, Senate may give up on broadcast items to gain ground on money bill**

"There's movement in the House." That was the word at week's end after conferees from the Senate and House Commerce Committees had begun to deal on a mammoth budget reconciliation bill containing—in the Senate version—provisions to significantly reduce government regulations on broadcasting.

Committee staffers had reached a complete impasse on the bill, refusing to budge from members' stated positions on the deregulation measures. They'd been instructed by conferees last Tuesday (July 20) to work out technical compromises where they could and to define areas of disagreement between the House and Senate bills.

Conferees had met for the first time on Tuesday to lay the ground rules for considering the bills. Senate Commerce Committee Chairman Bob Packwood (R-Ore.) secured an agreement at that meeting from House Energy and Commerce Committee Chairman John Dingell (D-Mich.) that conferees would consider measures not common to both bills. Because the House version contains provisions not found in the Senate version, for example, continued authorization of the Consumer Product Safety Commission and funding for public health and transportation, Dingell agreed to talk, saying he was "loathe to rule in advance" but was mindful of concerns of his committee members.

Before agreeing, Dingell had said the House would accept provisions to establish license fees and authorize the FCC and the National Telecommunications and Information Administration because the House had already passed its own bills to accomplish those ends. Packwood countered that deregulation can't be separated from license fees.

Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) said there was some justification for discussing public broadcasting authorization, another proposal in the Senate bill, because spending projections in the overall budget overlap the first year (1984) of advance fund-

ing for public broadcasting. He said, however, that he would prefer dealing with that bill in a conference on its own merits.

As did Dingell, Wirth agreed to talk about the deregulation proposals. "We'll talk until December," he said, "but I think the Reagan administration would like to see a budget passed before then."

Before last week, Wirth and Dingell had adamantly opposed considering deregulation as part of the budget bill. On Friday, July 17, Dingell met with National Association of Broadcasters President Vincent Wasilewski and Senior Vice President for Government Relations Kenneth Schanzer and reportedly "threatened retribution" if broadcasters didn't back down in their aggressive lobbying for the proposals.

Dingell said he is open to the purpose of the deregulation measures, but opposes passing them in the budget package. Wirth has maintained he is proceeding on his own program toward rewriting the Communications Act and would like to consider the Senate's proposals once his committee has drafted bills of its own.

By late last Wednesday, staff working on the budget bill had not been able to negotiate on the deregulation measures. "We're dead in the water," said William Diefenderfer, staff director to the Senate Commerce Committee. But by late Thursday, reports were confirmed that several House Democrats involved in the conference had met with Senate conferees, attempting to forge some compromises. House Republicans had agreed earlier in the week to accept the Senate's proposals.

Friday morning, Wirth telephoned Schanzer, attempting to forge a compromise. Schanzer refused Wirth's terms and is said to have told him the issue is now in Packwood's hands.

At 3 p.m. Friday, conferees met again, this time with orders from Senate Majority Leader Howard Baker (R-Tenn.) and House Speaker Thomas P. O'Neill Jr. (D-Mass.) to resolve their differences by the end of the week. Of 58 "mini-conferences" working on the bill, 47 had finished their work by last Friday. Ten of the 11 still at odds were dealing with energy and commerce issues.

House conferees voted to accept provisions for license fees but not those for radio and TV deregulation. In turn, Senate conferees voted to discontinue discussion of certain transportation issues. The House vote had been straight party-line, but the vote from the Senate side was unanimous.

To end the stalemate, Packwood suggested staff be instructed to make "serious offers" for compromise on any provisions in the bill. Wirth remained adamant about allowing staff only to deal with issues germane to the budget.

Conferees agreed to meet last Saturday and possibly Sunday, to continue discussion. Dingell held the proxies of many House conferees last Friday. It was not known whether those members would be present during the weekend's sparring sessions.

## FCC expected to put last nails in 9 khz coffin next week

**Fowler, Washburn and Quello in majority, Fogarty and Jones in minority of 3-2 vote shaping up on long-running controversy; Dawson's vote, for 10 khz, in reserve; State Department, rest of Region 2 expected to go along**

The FCC is expected to signal the end of the U.S. effort to persuade the countries of the western hemisphere to reduce AM channel spacing from 10 khz to 9 khz. The commission, observers say, will vote on Aug. 4—probably by a margin of 3 to 2—to urge the State Department to reverse U.S. policy on the issue at the second session of the Region 2 conference on AM broadcasting, to be held in Rio de Janeiro this fall.

The final decision does rest with the State Department. But although some department officials may grumble at being required to backtrack on more than a year's effort to sell the hemisphere on a 9 khz plan, James L. Buckley, under secretary for security assistance, science and technology, has made it clear that State will follow the course mapped on the basis of domestic considerations.

And those appear to favor retention of the 10 khz plan. Chairman Mark S. Fowler, who may serve as chairman of the U.S. delegation to the Rio conference ("Closed Circuit," July 20), is regarded as certain to lead the move in opposition to the 9 khz plan. Commissioners James Quello and Abbott Washburn, who had supported the 9 khz proposal initially, have made it clear over the past several months that they had changed their minds.

The commission's newest member, Mimi Weyforth Dawson, also is said to favor retention of the 10 khz spacing plan; however, she is understood to be reluctant to vote on matters on which the commission has already expressed a position—unless her vote is required.

And that does not seem likely. The only commissioners who are said to be prepared to affirm the commission's original vote, in favor of 9 khz in December 1979, are Joseph Fogarty and Anne Jones. (The commission will not be up to its full strength of seven members until August 10, when Henry Rivera is scheduled to be sworn in.)

Word that Fowler might head the delegation was taken as further confirmation of word that the commission will abandon support for the 9 khz plan; he would not be expected to have much enthusiasm for fighting for a reduction in channel spacing. The decision on whether Fowler will head the delegation will be made by the state department, but if Fowler wants it—and he is known to be interested—he would probably be named.

Fowler's interest in the post reflects his view of the importance of the conference, which will draft a treaty having far-reach-

ing effects on many aspects of AM broadcasting in the U.S. But Fowler, who has been involving himself deeply in preparations since becoming chairman, would not be expected to spend the full six weeks of the conference, which begins on Nov. 6, in Rio. It is understood he would attend only the first and last weeks. His deputy would head the delegation while the chairman was back tending to the affairs of the FCC—and monitoring events in Rio by telephone and by communications conveyed via diplomatic pouch. And word circulating last week was that Fowler would like Kalmann Schaefer, his assistant for international communications, to serve as his deputy.

The rest of the U.S. delegation—expected to include 20 persons in Rio and 10 or 12 providing backup support in Washington—is expected to be firmed up this week or next.

■ The channel spacing proposal that would have created 12 new channels and made room for several hundred new stations is a victim of the change in administrations.

The Daytime Broadcasters Association advanced the idea originally as a means of meeting members' dreams of moving to full-time facilities. It was picked up by the Carter administration's National Telecommunications and Information Administration, which passed it on to the FCC—which was preparing for the first session of the Region 2 conference, in Buenos Aires, in March—as a means of meeting not only daytimers' needs but those of minority group members as well. NTIA also noted the change would bring the western hemisphere into concert with Regions 1 (Europe and Africa) and 3 (Asia), whose stations already are on a 9 khz channel spacing plan.

But 9 khz was opposed vigorously by existing AM broadcasters concerned not only about the additional competition that would be provided but also about the costs that many would be obliged to bear to convert. The National Association of Broadcasters waged a spirited and thorough campaign—on Capitol Hill and at the commission—against the switch. It contended the reduction in channel spacing would degrade existing service and impose costs that would far outweigh benefits.

The argument fell on receptive ears in Washington after Nov. 4, 1980. The principal champions in government of 9 khz—Henry Geller at NTIA and Charles Ferris at the FCC—were out. In their places are Bernard J. Wunder and Fowler. Wunder is believed to favor retention of the 10 khz system although NTIA has not yet taken a position. (The NITA engineers who originally recommended 9 khz continue to argue there is no technical reason not to adopt the plan.) Fowler, during his confirmation hearing, in May, said he had

"grave reservations" about the proposed switch. And apparently nothing he has learned since becoming chairman has eased his concerns.

The commission is expected to make its decision without the benefits of a hard recommendation by the staff. A staff item being prepared late last week reportedly simply lays out the background and the conflicting positions of contending parties. Essentially, the staff would leave the matter to the commission as a judgment call.

In making the call, Fowler and three other commissioners are said to feel the costs of the 9 khz plan outweigh the benefits. Staff studies show that service area losses under the 9 khz plan would range only from 2.4% to 5%. But the majority are concerned about the costs stations would bear in converting to a 9 khz system (although estimates conflict, the industry's are much higher than an FCC contractor's). The impact on the commission of processing the license modifications that would be filed is another worry (although some staffers say the job would not be unduly burdensome). Then, too, ABC has pointed out that over a million digital sets would be rendered obsolete.

Against those costs, the prospect of 200 to 1,400 new stations—the precise number would depend on the power of the outlets and the channels given up to satisfy needs of other countries in the region—does not seem worth the candle to a majority on the commission.

Nor are Fowler and the other members of the majority apparently moved by the argument that the 12 new channels that would be created by the 9 khz system would help resolve incompatibilities among the stations of the hemisphere. The argument has been made particularly in connection with the so-called Cuban problem: That country threatens to wreak havoc on many stations in the U.S. by placing 188 new outlets on the air, many with very high power. Cuba says the answer is to adopt the 9 khz plan.

However, the commission majority apparently accepts the view of some private engineers, including Wallace Johnson, former Broadcast Bureau chief, that the nations of the hemisphere can resolve incompatibilities and meet their needs for additional stations under the 10 khz system—if countries moderate the power of their stations and employ directional antennas. Cuba has shown no readiness to accept that argument thus far; but U.S. officials will have an opportunity to try again, on Aug. 10 when a Cuban delegation arrives in Washington for bilateral talks in preparation for the Rio conference.

Meanwhile, the FCC next week is likely to be the focus of attention of many countries in the hemisphere. Canadian officials who have been counting heads on the issue say many of the 30 countries are delaying a decision until the U.S. acts. One official said the hemisphere appears fairly evenly divided, and added, "If the U.S. said 'yes' to 10 khz, with the votes it would influence, that would be it."



Fowler



Schmitt

## Fowler's first brush with the buzz saw

**Letter to Schmitt on S. 898 stirs up the senator on the Hill and at least one colleague at the FCC; he's accused by one of overregulating and by the other of abrogating collegiality**

FCC Chairman Mark S. Fowler, who on assuming office in May said he was determined to maintain close and cordial relations with Congress, is finding that not as easy as it sounds—even where fellow Republicans on Capitol Hill are concerned. Senator Harrison Schmitt (R-N.M.), a key member of the Senate Communications Subcommittee, last week sharply criticized the new commission chairman, and on an issue on which Fowler concedes superiority to few, if any, in Washington—deregulation. "I am extremely disappointed in the fundamental philosophy expressed in your letter of July 15," Schmitt wrote Fowler last week.

Not only did the letter win him no points on the Hill, it caused the new chairman no little discomfort at the FCC itself. In the eyes of at least one commissioner it discredited the promises he had made about "collegiality" among the commissioners. Commissioner Anne Jones thought Fowler's action in sending the letter without checking with other commissioners was "incredible . . . I was really ticked," she said. But she also has hopes it won't happen again.

The letter in question dealt with S. 898, the Schmitt co-sponsored bill that would deregulate AT&T. Fowler had affirmed his "strong support" for Schmitt's legislative efforts and for the general concepts in the measure—but then proceeded in detailed fashion to criticize and urge modification of provisions in two major categories.

One involves the FCC's authority to regulate telecommunications services that will remain subject to regulation. Fowler said S. 898's provisions "may hamper effective regulation by eliminating some traditional regulatory tools." The other deals with provisions involving the proposed separation of AT&T's unregulated from regulated activities. Fowler said they may not be adequate to guard against anti-competitive effects.

Schmitt was not impressed, at least not favorably. The letter, he said in his reply on July 21, "seems to argue for more, rather

than less, regulation of the telecommunications industry and for additional and expanded regulatory tools for the commission." And while the letter professed support for the bill's concepts, Schmitt added, the suggested changes "would seriously jeopardize what we are trying to achieve; in particular, more reliance on management judgment in areas where management, not the commission, has significant expertise."

Then Schmitt proceeded with a detailed response to Fowler's letter, pointing out that objections regarding such matters as the accelerated depreciation that would be allowed, the exclusion of switching facilities under a revised Section 214(b)(1), the alleged lack of regulatory tools to regulate tariffed charges, and the apparent lack of authority the commission would have in insuring nondiscriminatory availability of adequate transmission capacity for all users and service providers, are based on misunderstandings or misinterpretations of the bill, or are simply "unfounded."

Emphatic as his letter was in rebuttal, Schmitt evidently did not believe it was sufficient. The commission, he suggested, needs a crash course in S. 898. "I recommend that the committee staff brief each commissioner on the provisions of S. 898," he wrote, and he asked Fowler to contact committee aide Ward White to arrange the details.

The chairman's office has followed up on the recommendation. Fowler's administrative assistant, Willard R. (Randy) Nichols, called White to begin making arrangements for the briefings. White said he will conduct them either at the committee offices or at the commission "as soon as we can" arrange them.

Jones was not concerned with the content of the letter. She indicated she expected that Fowler, in view of his statements on the importance of "collegiality," would have conferred with the other commissioners before sending such a letter to Capitol Hill. Former Chairman Charles D. Ferris, who did not feel particularly bound by the tradition of collegiality, might have acted in that manner, she said. She didn't think Fowler would. But, she said, "I have hopes—this having blown up—there won't be any further episodes. I've been assured," she added, "there won't be."

## Wirth subcommittee takes FCC over the jumps

### Oversight hearing engages Fowler and colleagues on wide spectrum of issues, from 9 khz to fairness doctrine to cellular radio and DBS

House Telecommunications Subcommittee members voiced a litany of concerns about FCC procedures and policies last Thursday (July 23) at its second oversight hearing this year. There was less outright brow-beating at this hearing than at the previous one (BROADCASTING, May 4) when subcommittee Chairman Timothy Wirth (D-Colo.) severely criticized FCC management. But members, in four hours of close questioning on everything from the fairness doctrine to the so-called Cuban frequency grab, made one thing clear to the new FCC: "We're watching you."

All but three subcommittee members attended the hearing, an unusually high turnout. All who attended came armed with a set of questions aimed at a specific area of concern.

For FCC Chairman Mark S. Fowler and newly installed Commissioner Mimi Weyforth Dawson, it was a first official appearance before the House subcommittee. Wirth alluded twice to Dawson's past position as chief aide to Senate Commerce Committee Chairman Bob Packwood (R-Ore.), saying he looked forward to working with her and the rest of the commission on rewriting the Communications Act.

Fowler said the FCC is systematically reviewing "each and every one" of its rules, "prioritizing" them and ranking them in terms of benefit to the public and burden to the agency. An ad hoc "regulatory review working group" has been formed, he said, that will select rules with the worst cost/benefit ratio and subject them to "searching zero-based legal and economic analysis."

The review group will then target rules for modification or elimination and prepare for commission action on them. For rules that require statutory change, the group will submit to Congress a comprehensive package of amendments.

A number of subcommittee members expressed concern about localism in broadcasting. Noting elimination of the FCC's syndicated exclusivity rules, Representative Thomas Tauke (R-Iowa) said: "The FCC seems to have the single-minded goal of more stations. It has ignored the plight of local broadcasters." Replied Fowler, "It would not be our policy to erect barriers to more stations ... so far, very few have gone dark."

"New technologies and localism are something we want to look at," said Fowler, "but at the same time, broadcasters may be able to participate in new technologies and still serve local communities."

Fowler and FCC Broadcast Bureau Chief Richard Shiben brought the subcommittee up to date on the 9 khz issue, Shiben saying the FCC plans a decision on Aug. 4.

Responding to Representative Thomas Bliley Jr. (R-Va.), Fowler said 9 khz should not be adopted simply to solve the problem of Cuba's request for the right to broadcast with unusually high power. He also said a delegation from Cuba would be coming to Washington in early August to meet with the State Department in search of a solution to the problem.

Asked by Bliley if crossownership restrictions are unfair to broadcasters, Fowler said: "We'll be looking at that. My colleagues are progressive and not interested in looking to the past."

Fowler and Commissioner Abbott Washburn told Representative Mark L. Marcs (R-Pa.) it was "a mistake" for the FCC to establish interim rules for its low-power television proceeding. Shiben said the FCC has just finished entering all the LPTV applications into a computer base, but would follow a suggestion from Wirth to notify all applicants that they can expect action on the new service by January or February 1982.

Fowler defended the FCC's plan to establish interim rules for DBS, saying, "There's a general feeling that our negotiating position at the 1983 Region 2 conference on DBS will be strengthened if we have a set of guidelines and specific applicants authorized."

Representative Al Swift (D-Wash.) said the FCC seems to have established a pattern of denying requests for extensions of time on DBS. "Your schedule doesn't seem to fit anybody but Comsat," he said.

"CBS's proposal was probably two years too soon," said Swift, "but your policy gave them no choice." Fowler and Washburn said the FCC had decided that DBS would be good for the public and then had to respond to the application to provide the service from Satellite Televi-

sion Corp., Comsat's subsidiary. But Commissioner Anne Jones said: "the FCC has rushed to judgment on DBS. I hope we'll keep an open mind and reexamine if it isn't the best use for that spectrum."

Representative James Collins (R-Tex.) said he does not want educational stations now using the 12 ghz band throughout his state to be displaced by DBS.

The harshest words at last week's hearing came from Representative Matthew Rinaldo (D-N.J.), who said the FCC has been "derelict" in its responsibility to insure VHF service in his state. Washburn said the FCC has studied the situation in New Jersey at great length and that one VHF station, as would result from reassignment of New York's ch. 9, would not cover all of New Jersey.

Representative Carlos Moorhead (R-Calif.) asked the commissioners if anything is being done to allow daytime stations to broadcast full time. "We're looking with the National Telecommunications and Information Administration into changing some technical rules to permit more of them to go full time," said Fowler, who also noted the FCC's proceeding to break down clear channel stations. He told Moorhead the FCC would decide whether to give daytimers priority over frequencies becoming available after the breakdown of clear channels.

Collins asked Fowler if he thought TV gives a bad image of businessmen and if the FCC ought to require a more balanced presentation by broadcasters. "When you talk balance, you talk control," said Fowler. "The government's role ought not to be in programing."

Collins said he "used to favor abolishing the fairness doctrine," but he isn't sure anymore. Collins has been frustrated in recent attempts to give political commentary on stations outside his own congressional district. "Democrats air their point of view in my district," he said. "The Republican point of view should be given in districts where there are no Republican representatives."

Representative Edward Markey (D-Mass.) said he is disturbed by a pattern in FCC decisions on common carrier matters. The decision to reserve 50% of the spectrum for cellular radio to wire line carriers, the decision to increase AT&T's rate of return from 10.5% to 12.7%, and decisions on WATS and private line tariffs all seem more in the interest of AT&T than the public, he said. Markey has filed a petition for reconsideration of the decision on AT&T's rate of return.

Wirth noted the FCC's proceeding to grant AT&T a waiver from Computer II, allowing the parent company rather than a proposed fully separate subsidiary to offer "custom calling," an enhanced service. "We're very concerned about alleged protections between the separate subsidiary and parent in Computer II," he said. "A waiver such as this would be a complete mockery of those protections."

**Big brother, low power.** The House of Representatives is thinking about applying for a low-power TV license. "We're getting an increasing number of requests for our signal from all over town," said Representative Charles Rose (D-N.C.), who runs the system that has been televising House proceedings since January 1979 and who dropped in on last week's FCC oversight hearing. The White House, Defense Department and many other parties want to watch the House on TV, but can't, easily, because Washington has no cable system and the Cable Satellite Public Affairs Network (C-SPAN) is the only full-time carrier of the House broadcast. FCC Chairman Mark Fowler suggested that a multipoint distribution service might get the House feed to those in Washington who wanted it, but Rose said more of the public would be served by LPTV. "Maybe we'll work out a special waiver," said Fowler. "Whatever you decide you want, we'll see what we can do."

## Dawson's finger in dike on LPTV

**Staff recommendation that 60 grants be made by commission put on hold until September**

The FCC staff was all set to ask the commissioners to grant 57 translators and three LPTV stations this Thursday. But last Friday morning, at the urging of Commissioner Mimi Weyforth Dawson, the item was withdrawn.

The staff will still go ahead, however, with its presentation of a further notice of proposed rulemaking that would establish technical criteria for the computerized processing of applications.

Frank Young, Dawson's legal aide, said Dawson wanted the item pulled so she would have more time to study the LPTV question. He said that the 60 applications will probably reappear on the agenda for the first meeting in September.

On its own initiative, the FCC's Office of Plans and Policy withdrew from the agenda its recommendations on five different petitions for reconsideration of the FCC's partial freeze on LPTV and translator processing.

Deluged by nearly 5,000 filings, the FCC last April imposed a freeze on accepting and processing applications for new LPTV stations and translators. It exempted from the freeze applications that proposed to broadcast in areas now served by fewer than two full-service commercial stations. Applications that had already passed "cut-off" (the date for filing mutually exclusive applications and petitions to deny) also were unaffected by the freeze.

The applications on the postponed item were gleaned from the 370 that had passed cut-off. FCC staffer Clay Pendarvis said that 80 of the 370 were found to be free of competing applications and, of those, 60 were found to be grantable.

The number is far greater than most observers had expected. When it imposed the freeze, the FCC told its staff to use the minimum mileage separations for full-service stations in processing applications. Under those stringent guidelines, Pendarvis said, only two applications could be granted and one of them was—to John Boler for Bemedit, Minn.

Believing that far more than that should and could be granted, the staff went back and applied the "traditional engineering judgment standards" for translators, Pendarvis said. In other words, each of the applications was looked at individually with such factors as terrain and power taken into account. That scrutiny found that 60 applications would cause no interference to existing stations, and those were placed on the list to be granted.

Pendarvis said the staff still has some reservations about the 20 other applications that did not attract competing applications. After some additional analysis, however, they too may be recommended for grant, he said.

The staff has delegated authority to

grant applications processed under the full-service mileage separation guidelines, but must defer to the commissioners when it applies its other standards.

The freeze was imposed primarily because the FCC staff needed time to sort out the 5,000 applications and figure out a way to use the computer to process them. Before the advent of LPTV, when the FCC handled only about 400 translator applications each year, Pendarvis said, the case-by-case approach to determine interference was a manageable task.

The FCC staff will propose a plan of "prohibited contour overlap." According to FCC engineer Gordon Godfrey, a computer will be programmed to consider the effective radiated power (ERP) of each LPTV and translator and decide how far it must be located away from other stations of its class and from full-service stations to prevent interference. The computer, he said, will create a sliding scale of co-channel and adjacent channel separations—and, in the case of UHF stations, taboo separations—based on the ERP of the stations involved.

Simple mileage separation such as those used with full-service stations are not practical for LPTV and translators. Full-service stations, Godfrey said, are limited by

maximum ERP's and the separations are based on those maximums. LPTV stations and translators, on the other hand, have no legal limit on their ERP's and, consequently, there is no basis for rigid mileage separations.

Godfrey said maximum ERP's for LPTV have been discussed and that there remains a possibility that the FCC may be asked to consider them. As of last Thursday, however, they were not part of the staff's recommendation, and he hoped they wouldn't be, believing that the "prohibited contour overlap" approach used the spectrum in a more efficient manner.

In a related action, the FCC was scheduled to release this week its first cut-off list since the April freeze. The list contains 120 applicants who meet the exemption based on fewer-than-two full service stations. Some of the applications on the list were actually filed before the freeze. They were added to the list after applicants wrote and told the FCC that they fell under the exemption.

There are several multiple station applicants on the list. Among them: Midsouth Broadcasters (Karl Schledwitz and Bud Davis), 16; Robert B. Blow and Robert G. Blow, 10; Edward M. Johnson, 10; KUTV(TV) Salt Lake City, 9, and Dennis H. Owen 13.

## Quello, Rivera sail through hearing

The FCC nominees appearing before Senator Harrison Schmitt (R-N.M.) of the Senate Commerce Committee on Wednesday were both Democrats. But their testimony offered the new Republican chairman of the FCC, Mark Fowler, nothing but encouragement that they would support his deregulatory, pro-business approach to FCC actions.

Commissioner James H. Quello, 67, who has been a commissioner since April 30, 1974, and has been named by President Reagan to fill the remaining three years of former Chairman Charles D. Ferris's term, said he favors the radio deregulation already undertaken by the commission and expressed the view that television "will benefit from some deregulation."

Henry M. Rivera, the 34-year-old Albuquerque, N.M. lawyer nominated to succeed Quello in the term ending June 30, 1987, said that, although a Democrat, he

shares "this administration's commitment of encouraging the free market system that has made this country great by the elimination of costly, burdensome and unnecessary regulation. This is an issue that transcends party lines."

Rivera was even more specific than that. He said he had followed Fowler's progress since his swearing in in May and believes in the new chairman's commitment to the President's policy and in his "ability to get the job done." He even bowed in the direction of Commerce Committee Chairman in Bob Packwood's (R-Ore.) former top aide, Mimi Weyforth Dawson, who was sworn in as a member of the commission earlier this month (BROADCASTING, July 13). He said her 12 years on Capitol Hill would provide the commission with "an appreciation" for the committee and the legislative process that previous commissions may have lacked.

When Rivera's nomination is confirmed



Quello



Rivera

by the Senate, the seven-member commission will be up to full strength for the first time since January, when commissioner Tyrone Brown and then Chairman Charles D. Ferris resigned. Along with Commissioner Joseph Fogarty, Rivera and Quello form the new Democratic minority. Reagan appointees Fowler and Dawson, along with holdovers Abbott Washburn and Anne Jones, constitute the new Republican majority.

In all, it was a gentle, friendly 40-minute hearing. Schmitt, who was the only committee member present, even left the dais briefly to pose for pictures with the nominees and their families. Schmitt seemed particularly warm to Rivera, whom he recruited and promoted for the commission vacancy, and whose appointment may help Schmitt in his reelection campaign. For Quello, the experience was in sharp contrast to the eight days of hearings he was forced to undergo in 1974, when citizen and minority groups bitterly attacked his nomination, principally because of his background as a station manager of WJR(AM) Detroit.

The only reference to minority groups at the hearing last week was made by Rivera, who noted that he is not only the first Viet Nam veteran but also the first American of Hispanic heritage to be nominated to the commission. "As a member of a minority group," he said, "I expect to be the focal point of minority groups at the commission." He also said he had discussed the matter with Fowler and added that the two of them are "committed" to continuing the commission's "tradition" of sympathy "to the needs of minorities in this country."

Quello did not content himself with commenting on matters before the commission. He took the occasion to urge Congress to consider amendments to the Communications Act that would give broadcasters full First Amendment rights. He noted that he has urged those rights for the telecommunications industry for the past three years.

Given "the current communications explosion (cable, DBS, teletext, low-power television, translators, STV, MDS, video-disks and cassettes, increased FM and UHF grants, potential clear channel radio availabilities)," he said, "I question if there remains a reasonable argument to support a different status for the electronic media from the print media."

Schmitt was noncommittal in response beyond stating that the issue should be "visited."

Rivera, who has had time to prepare for his new assignment—the President's intention to nominate him was announced early in June (BROADCASTING, June 8)—seemed informed on the issues discussed at the hearing. But he was careful to avoid commitment on some.

Regarding Schmitt's radio deregulation bill (S. 270), he said he was in "general agreement" with the concept of relying on the marketplace rather than government to regulate radio. And, yes, he felt protec-

tion was available to consumers—in the form of economic pressure they could bring to bear on broadcasters and advertisers (his statement that consumers could state they "won't purchase products" had a Coalition for Better Television ring to it.)

He supports First Amendment rights for broadcasters, but he said the issues "are terribly complex." He noted that the Supreme Court has held that broadcasters "have less First Amendment rights" than those in print. "As with most policy issues," he said, "you can't make everyone happy. I'd like to study the matter in great depth."

Although he treated the nominees gently, Schmitt had a complaint about the commission—specifically, its staff. He spoke of "a sense of tremendous inertia" on the part of the staff in what he said was its resistance to change. He was referring to a letter he received from Fowler regarding the committee's AT&T deregulation

bill (S. 898), but rather than blame Fowler he blamed the staff that provided the draft. The letter, he said, was the kind "that could have been written one year or two years ago."

It was not clear last week when the committee would clear the nominations for action by the Senate. Aides said the Federal Bureau of Investigation's paperwork had not yet been received. However, the nominees are making plans for their swearing-in ceremonies. Rivera will be sworn in by Fowler, in Albuquerque, at the New Mexico law school, from which Rivera graduated. Quello will be sworn in by Judge Damon Keith of the U.S. Court of Appeals of the Sixth Circuit. Judge Keith, a friend from Quello's days in Detroit, administered the oath in 1974.

The financial information on file with the committee shows that Quello reported assets of \$950,000. Rivera reported a net worth of \$293,276.

## NAB OK's committee to work on 9 khz

**It will work with FCC and State Dept. in advance of Rio meeting; executive committee also defends its lobbying for deregulation provisions in Senate bill**

The National Association of Broadcasters has created a new committee on 9 khz, this one to work with the FCC and State Department to prepare for the Region 2 conference on AM radio in Rio de Janeiro next November. Through its executive committee, which met in Washington last Monday and Tuesday (July 20-21), it also affirmed its aggressive advocacy of broadcast deregulation legislation pending in the Senate version of a huge budget bill.

Marion Stephenson, vice president, radio and industry relations for NBC, will head the new committee on 9 khz, which will also focus on other issues to be decided at the Region 2 conference, including interference curves and notification of spectrum inventories. The committee, which will report to NAB's task force on radio allocations, met for the first time last Tuesday. Its members are Jules Cohen, Jules Cohen & Associates; Vincent Pepper, Smith & Pepper; Michael Rau, NAB staff engineer; Barry Umansky, NAB assistant general counsel; Wallace Johnson, executive director, Association of Broadcast Engineering Standards; William Potts, Haley, Bader & Potts; Michael Senkowski, McKenna, Wilkinson & Kittner; George Jacobs, Washington-based consulting engineer, and Erwin Krasnow, NAB general counsel.

One example of NAB's preparations for Region 2 is already in the works, according to Krasnow. It is preparing a pamphlet on directional antennas to be distributed in Spanish and possibly Portuguese to countries in this hemisphere. Many countries in the Caribbean area and South America do not understand the use of directional

arrays, according to members of the 9 khz committee. Stations in those countries could achieve the coverage they want with directional antennas, NAB maintains, instead of broadcasting with powerful signals that cause interference, as they do now.

NAB hopes to distribute the information before September, when a preliminary Region 2 meeting will take place. If countries could be convinced to use directional antennas, NAB maintains, they might agree that a switch from 10 khz to 9 is unnecessary.

Kenneth Schanzer, NAB senior vice president, government relations, briefed the executive committee on the House-Senate conference committee that is deliberating broadcast deregulation and license fee measures attached to the largest budget bill Congress has ever considered. Some members of Congress have criticized broadcasters' aggressive lobbying for the measures, indicating such tactics are inappropriate because the House Energy and Commerce Committee is being forced to consider the broadcast bills before it has held hearings on or passed comparable legislation of its own (see story, page 28).

NAB will continue to work for the legislation as the "most efficient means of getting broadcast deregulation passed," said Schanzer. Executive committee members said there is no division within NAB leadership over the propriety of its lobbying tactics. They are solidly in favor of working for the bills.

The NAB legal department is considering proposing to the FCC a set of guidelines for broadcasters to follow when selling time to political candidates. Guidelines may be helpful, said Krasnow, after the Supreme Court's recent upholding of the FCC's decision that TV networks were unreasonable in refusing to sell former President Jimmy Carter a half-hour of prime time to announce his can-

didacy in December 1979 (BROADCASTING, June 29).

"We think the FCC plans to proceed on a case-by-case basis in deciding these cases," said Krasnow. "We won't propose guidelines unless we come up with something we don't think the FCC will come up with on its own. We want to take a leading role in this situation."

NAB staff is reviewing applications for direct broadcast satellite frequencies filed at the FCC two weeks ago. It will decide after studying them whether to oppose any of the applications as it recently opposed that of Comsat (BROADCASTING, July 20).

All executive committee members were present at last week's meeting except network representative Peter Kenney, vice president, Washington, for NBC. Kenney was undergoing surgery on a detached retina, caused by a burst blood vessel in one eye. Eugene Cowen, ABC vice president, Washington, attended the meeting in his place.

## CPB, constituents agree on budget split

**Tentative trade-off is between spending for ad program and retirement of satellite debt; \$177.1 million for FY 1982**

The board of the Corporation for Public Broadcasting, unable to agree with public broadcasting station representatives over how to divvy up its federal funding, tentatively approved what some observers labeled an "ultimatum" budget for 1982 as it wrapped up a meeting in Washington last week.

Although public broadcasters expressed concern that the tentatively approved budget would not place enough emphasis on program promotion, some directors voiced concern that, in view of upcoming cuts in federal funding, it would not provide enough money to meet long-term obligations CPB took on before federal cuts were anticipated.

The thrust of CPB's action was to pass a resolution that would approve a \$177.1 million budget for fiscal 1982 (which starts Oct. 1). Final board approval of that budget, however, would be subject to a number of conditions.

The first of those conditions would be that public broadcasters accept less than they had requested for Public Broadcasting Service's Station Independence Program (SIP)—which orchestrates PBS stations' fund-raising drives—and the "tune-in advertising" program, which funds promotional advertising for PBS programming.

Public broadcasters had asked that \$2 million be included for SIP; the board approved \$1.5 million. The broadcasters requested that \$3 million be included for the ad program; CPB approved \$2 million. (An earlier draft of the 1982 budget left no money for the ad program.)

Another condition was that a

"memorandum of understanding" be approved both by the CPB board and the public broadcasting organizations before the board meets again in September. That "understanding," drafted by representatives of CPB, PBS, National Public Radio and the National Association of Public Television Stations in a late-night session the evening before the board meeting, would give the approval of public broadcasters for CPB to begin deducting payments from its annual appropriation in 1984 to pay off the system's satellite debt—which now totals \$24.1 million—before any other allocations are made.

If the CPB board and the public broadcasting organizations don't agree on the "understanding" by the time the board meets again in September, CPB would take the money back from the ad program and, by nipping the budget in other areas, funnel an additional \$4.3 million back into paying off the system's satellite debt. As it stands, the budget would leave but \$2.5 million for satellite debt retirement.

Several public broadcasters at the meeting said that higher funding of the tune-in program—which CPB allotted \$3 million during 1981—was important for public broadcasting to cope with the coming budget cuts. John Caldwell, general manager for noncommercial WTVS-TV Detroit, for example, said that by using ads and funds made available by the tune-in program over the past year, his station had substantially increased the size of its audience. With the federal cuts coming up, he said, public broadcasting should spend as much money as possible on the tune-in program to increase the size of its audience—and thereby the amount of its subscriber contributions.

Nonetheless, after the meeting, Fred Wacker, CPB vice president and treasurer, pointed out that the CPB staff was concerned that if it didn't step up its payment on the satellite debt—leaving less money for other parts of the budget—when the funding crunch was felt, CPB wouldn't have enough money to meet its obligation.

Congress cut back CPB funds from \$172 to \$137 million for 1983. Both public broadcasting authorizing bills currently pending before Congress would cut CPB funds substantially thereafter.

CPB's problem is that in 1976, before it had anticipated budget cuts, the CPB board approved a satellite interconnection system for public television and public radio. Although that interconnection system is almost entirely in place, CPB still owes \$24.1 million on it. Before the budget cuts, CPB had planned to pay off that obligation in increments of \$2.5 million from 1981 through 1984, and in higher amounts thereafter. Since the cuts were announced, however, CPB has suggested paying off that debt at an accelerated rate. If the public broadcasters and CPB don't agree on the "memorandum of understanding," which would essentially release CPB from liability for paying off the debt, CPB intends to pay off \$6.8 million of that debt in 1982.

## Time Inc. will fold 'Washington Star'

**Gives up on afternoon daily it purchased from Allbritton for \$20 million in 1978, and on which it spent \$65 million in vain effort at resuscitation**

"That country boy sure took those city slickers," was the comment of one industry observer upon reading the headline of the final edition of the *Washington Star* last Thursday (July 23), which read: "*Star* to Cease Publishing."

The "country boy" referred to was Joe Allbritton, group owner of three TV's including WJLA-TV Washington and former owner of the *Washington Star*, which he sold to those "city slickers," Time Inc., in 1978 for the tidy sum of \$20 million. Allbritton had purchased the *Star*, the TV stations, and an AM and FM station in Washington for \$28.5 million in 1976. So far he has sold off the *Star* and the two radio stations for \$36 million and still retains the TV's, valued (before last week's sale of WCVB-TV Boston; see page 27) at perhaps \$160 million.

Three years and \$85 million dollars later Time has decided that the *Star*—the oldest newspaper in the nation's capital—is no longer worth throwing money at and will therefore close down the 128-year-old daily effective Aug. 7.

"This is a sad day for all those connected with the *Star*," said Time Inc. President and Chief Executive J. Richard Munro. "The newspaper continues to lose money . . . Regrettably, we have no choice but to close it."

There is still a glimmer of hope, however, that Washington's number two daily may be saved. At least that is the wish of the paper's board chairman, James R. Shepley, who indicated that hopefully last Thursday's announcement might bring forth a buyer for the *Star*.

Elaborating on the newspaper's financial straits, Shepley said that "our early goal . . . was to invest at least \$60 million over a five-year period . . . Nevertheless, after three-and-a-half years the *Star's* circulation of nearly 349,000 daily and 337,000 on Sunday's is now at 323,000 and 294,000, respectively. The 25% share of the Washington-area advertising market the newspaper had when we took it over has remained virtually the same. . . . The rate at which the *Star* is losing money—about \$20 million a year—would place too much of a burden on the long-term interests of Time Inc. and its stockholders."

In an interview aired over WTOP(AM) Washington last Thursday, columnist James J. Kilpatrick noted that what happened to the *Star* is happening to newspapers, especially afternoon dailies, "all over the country."

"It's very difficult," he said, "for a p.m. newspaper to get its circulation out in the outlying areas by truck in time to compete. Television has certainly hurt us in these areas."

**THE MALE AUDIENCE.**

**IT'S HARD TO REACH.**

**IT'S VALUABLE.**

**AND ONE OF THESE SERIES  
CONTROLS IT.**

**ALICE  
BARNEY MILLER  
DIFF'RENT STROKES  
DUKES OF HAZZARD  
THE LOVE BOAT  
M\*A\*S\*H  
MORK & MINDY  
WKRP CINCINNATI**

**One of them leads all of them  
in delivering the Male Audience.**



**Share of  
Time Period**

**Audience Composition  
against Total Adults**

**MEN 18-49**

**MEN 18-34**

**MEN 18-49**

**MEN 18-34**

|                   |     |
|-------------------|-----|
| Dukes of Hazzard  | 37% |
| M*A*S*H           | 35% |
| Barney Miller     | 34% |
| The Love Boat     | 33% |
| Diff'rent Strokes | 29% |
| WKRP              | 26% |
| Alice             | 24% |

|                   |     |
|-------------------|-----|
| M*A*S*H           | 38% |
| Barney Miller     | 36% |
| The Love Boat     | 35% |
| Dukes of Hazzard  | 34% |
| Diff'rent Strokes | 28% |
| WKRP              | 27% |
| Alice             | 22% |

|                   |     |
|-------------------|-----|
| Barney Miller     | 29% |
| Dukes of Hazzard  | 27% |
| WKRP              | 26% |
| M*A*S*H           | 26% |
| The Love Boat     | 24% |
| Diff'rent Strokes | 23% |
| Alice             | 21% |

|                   |     |
|-------------------|-----|
| Barney Miller     | 19% |
| WKRP              | 17% |
| M*A*S*H           | 17% |
| The Love Boat     | 15% |
| Dukes of Hazzard  | 14% |
| Diff'rent Strokes | 14% |
| Alice             | 11% |

Mork & Mindy is known for its magnetism among Women and Teens & Kids, but its remarkable



strength among Young Men shouldn't come as a surprise once you've studied the facts. Special attention should be paid not only to the Share of Time Period figures, but also the Audience Composition numbers because they're the real clue to Mork's innate appeal with Young Men. His unique combination of physical comedy and double-edged wit is especially appealing to this audience.

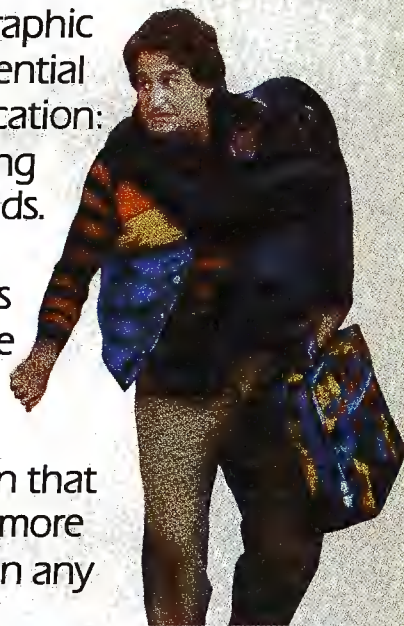
### **Late-Night Dynamite**

A smart programmer can see that Mork & Mindy has the basic appeal as well as the competitive strength to control the all-important male audience. That adds dynamite late-night flexibility to Mork & Mindy's obvious early-evening clout.

### **Of Mork and Men (and Women, too)**

The fact is Mork & Mindy attracts an amazingly balanced audience—Mork's also No. 1 with Women! Specifically, Mork & Mindy's Share of Time Period advantage over the other seven series ranges from 10% to as much as 51% among Women 18-49, and as much as 64% among women 18-34.\*

In other words, Mork & Mindy has been a tremendous network winner with all the demographic groups that are essential for success in syndication: Young Women, Young Men, and Teens & Kids. Since past network experience indicates that appeal to those groups carries over from network to syndication, it's plain that Mork & Mindy has more of what it takes than any series in sight!



# **MORK & MINDY**

**WILL SUCCEED IN SYNDICATION LIKE NOTHING ON EARTH**

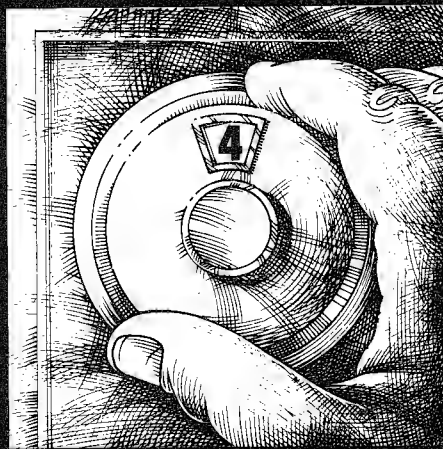


**PARAMOUNT TELEVISION**



**DOMESTIC DISTRIBUTION**

# When the Twin Cities turns on the news, they turn to Channel One.



The number one channel for news in the Twin Cities is Channel 4, WCCO-TV. The May Arbitrons rated us number one in news at 5, 6 & 10\*.

It's no surprise.

WCCO-TV's tradition of excellence in news journalism has spanned more than 30 years. Our staff is award winning. And not just occasionally. Regularly, and consistently our efforts are rewarded with

national recognition. This year we won a national Emmy, the highest and only award of its kind given to a local news station. Our entire operation, news, weather and sports, has SWAT team reflexes. Our tools are as good as our product. And according to the May Arbitrons, the Twin Cities think our product is the best. We're the number one channel for news in the Twin Cities.

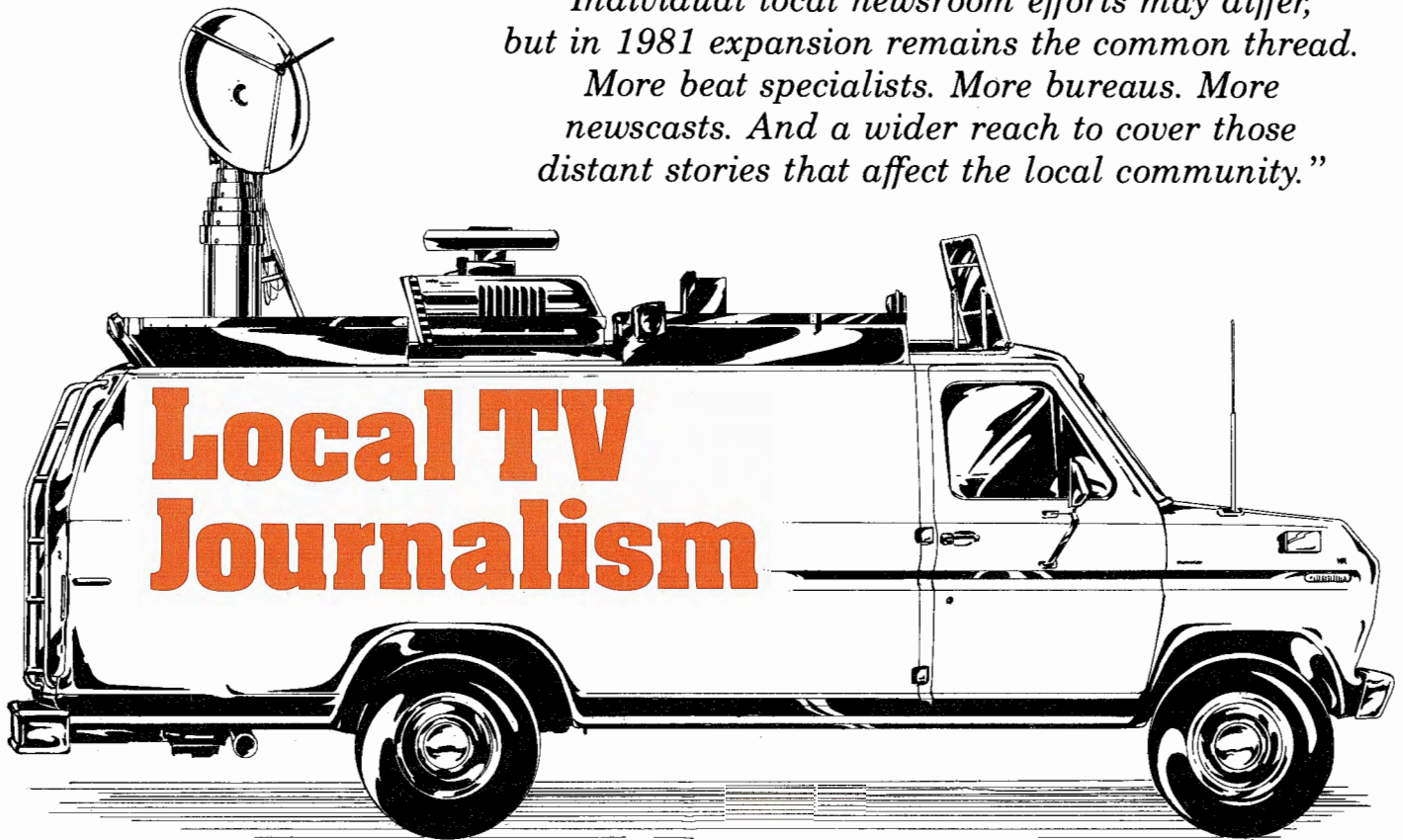
**If you want to be best, you've got to give more.**

*WCCO Television, Minneapolis/St. Paul. CBS Affiliates. Represented by TeleRep.*



\*Source: Arbitron, May 1981 Monday-Friday. Subject to limitation.

*"Individual local newsroom efforts may differ, but in 1981 expansion remains the common thread. More beat specialists. More bureaus. More newscasts. And a wider reach to cover those distant stories that affect the local community."*



■ At WCBS-TV New York, specialists have been assembled covering beats ranging from science to the arts. Similarly WCPO-TV Cincinnati has tapped a professor at a nearby university as a resident economist.

■ At Gannett's KBTV(TV) Denver, three additional news bureaus have opened in the past year and a fourth is coming shortly. And within the Gannett TV group as a whole, five stations broadcast a half hour of news at 6:30 a.m. and another has an hour at 6 a.m.

■ In Oklahoma City, KAUT(TV) offers news from noon to 7 p.m. before scrambling its signal for a subscription television service. And at Group W, the satellite age is now with its Newsfeed story exchange open to stations in-house and outside.

Individual local-newsroom efforts may differ, but in 1981 expansion remains the common thread. More beat specialists. More bureaus. More newscasts. And a wider reach to cover those distant stories that affect the local community.

Take KBTV for example:

The past year has been a period of considerable growth, according to KBTV(TV)'s Roger Ogden, vice president and news director. To expand its regional coverage the station has started bureaus in Fort Collins, one covering Aspen and Vail and another in Boulder. Ogden says a fourth bureau will be opened soon in Colorado Springs.

On the other news fronts, KBTV added a 6:30-7 a.m. newscast to a schedule that already included programs at 12-12:30 p.m., 5-6 p.m. and 10-10:35 p.m. On weekends that station expanded its news programs to an hour (5-6 p.m.).

KBTV is also caught up in the news specialization fever. It recently appointed Helen Lecko as the station's first business-economic reporter who covers not only the energy and oil exploration developments that are significant in Denver but also consumer-related subjects, such as home mortgages and the money market. Ogden also points out that KBTV now has two full-time investigative reporters, Ward Lucas and John Fosholt.

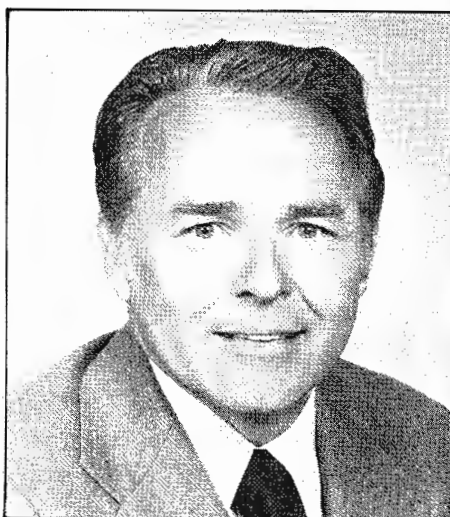
Jim Sieger, vice president, news, for the Gannett group explains that all his TV stations have business reporters and consumer reporters. "We are getting very much into specialty," he says. "Things are becoming complicated." Nevertheless, Sieger adds that no reporter is locked in, claiming that there is a "great deal of flexibility, nothing rigid."

Ed Joyce, vice president and general manager of WCBS-TV, who spent more than 15 years in broadcast news before turning to station management, says local TV stations are placing stronger emphasis today on so-called "back-of-the-book" news items instead of concentrating entirely on the "front page."

In this connection, WCBS-TV has hired a staff of specialists including Earl Ubell on science, Dennis Cunningham on the arts, Arnie Diaz on special investigations and David Monsees on the



Joyce



Birdwell



Schottelkotte

Long Island region.

Joyce foresees more and more TV station heads being recruited from the news sector. "It's beginning to happen right now," he says. "Off-hand, I can think of Jay Feldman of WCAU-TV Philadelphia and Bob Morse at WHAS-TV Louisville and I'm sure there are others throughout the country. I think the reason it's happening is that local news is becoming more and more important to a station, both in terms of revenue and stature."

Another former broadcast newsmen (KTLA-TV Los Angeles) and newspaperman (*Los Angeles Times*) is Jerry Birdwell, vice president and general manager of KAUT(TV) Oklahoma City, which was launched last November as an all-news TV station during the hours from noon to 7 p.m., Monday through Friday. (In the evenings, the station functions as a subscription television operation.)

Birdwell believes that an all-news TV station may be the wave of the future but agrees it has been tough sledding for KAUT(TV). He points out that Oklahoma City, which only three years ago had three commercial TV stations and a PBS outlet, now has eight stations—six commercial, one PBS and one all-religious.

Birdwell says that KAUT went to the all-news approach in part because it seemed to be a viable avenue since a conventional independent outlet would rely on syndicated programming. With the plethora of stations in Oklahoma City, he continues, syndication prices there "went out of sight."

How to sustain news for seven hours? In each one-hour segment, with two rotating anchors, there is the usual national and international news (provided by Ted Turner's Cable News Network); complete local news coverage including planned stories on community events; feature material, and phone-in interviews with residents. The station's news staff totals 24.

"We think of ourselves as both a newspaper and a magazine," he explains. "We cover sports, business, entertainment and so forth. We get calls from a representative section of the community, including lawyers, physicians, businessmen and politicians and we're heard in places that the rating companies don't visit. Like TV service

stores, barber shops and auto service stations."

Ratings have admittedly been low. Birdwell says the station has rated a one or a two and this obviously has affected advertising. He contends the station should not be bought strictly by the numbers during this early stage and suggests to advertisers that a news-oriented audience has value beyond the numbers.

"We know we have to create interest in sampling our station," Birdwell says. "Our residents are not accustomed to long-form news coverage. Some people don't know we exist. We need a few outstanding stories in Oklahoma City to put us on the map. Unfortunately that hasn't happened yet."

The need to provide viewers with a better understanding of bread-and-butter issues in today's inflation-riddled society was underscored by Al Schottelkotte, news director of WCPO-TV Cincinnati. During the past year the news staff has engaged Dr. Alan Schreiber, a professor at nearby Miami University as staff economist.

"We use Schreiber on our newscasts about three times a week," Schottelkotte says, "and he is able to make economic issues understandable to our viewers. Through Schreiber we have developed a cost-of-living index for our area which we feel is more accurate than the government index."

WCPO-TV also is bolstering its effort in regional news coverage, using its helicopter to rush to the scene of developing events. Another sector that is being strengthened, according to Schottelkotte, is documentaries that are being produced on the local level.

"We want to broaden our activities in this area," he continues, "and from time to time produce documentaries that would be appropriate to run on other stations in the Scripps-Howard family." Schottelkotte is pleased with the progress of WCPO-TV's locally produced *Newsmagazine* program, which is a mixture of hard news, interviews, sports and features. He believes the show attains a quality level that "is lacking in syndicated programs."

Bob Gilmartin, director of news and public affairs at KIII(TV) Corpus Christi,

Tex., spots a trend in local TV journalism in the emphasis on in-depth reporting. There is a corresponding shift away from the brief story, he says.

He sees a stronger effort being made to "put the why in the story," rather than a recitation of a series of facts. He believes these "meatier" stories are more meaningful to citizens.

Gilmartin acknowledges that there must be a blend of lengthy and shorter items in a newscast, but adds: "If we put 30 stories in a newscast, nobody would remember even one." By the same token, he continues, a news program containing all long items would be "cheating the audience."

Gilmartin cites the growing use of investigative news teams by local TV stations, even in the smaller markets. KIII(TV), he says, has a news staff of 23 and frequently assigns teams of reporters to explore different aspects of a major story. The staff too is divided along "beat" lines to some extent, with reporters assigned to special fields. One person, for example, is assigned to the field of education, which, Gilmartin says, is "a hot issue" in Corpus Christi.

Steve Greenwald, news director of WBTV(TV) Charlotte, N.C., says he sees stations leaning toward longer stories, providing more in-depth coverage of vital issues and less preoccupation with story counts. "If we need three minutes to make a story comprehensible, we do it."

Story emphasis today is on providing news that can help viewers to cope with life's problems, he says, and this means items dealing with health, consumer affairs and changing life styles.

In Wausau, Wis., says WSAU-TV's vice president, news and sports, Mark Zelich, "we don't have a murder-a-day" and therefore have to do "a lot of news development." Smaller markets may require more scrambling just to find the news that may more readily present itself in larger, more eventful areas.

While budgets may be smaller outside major metropolitan areas, the pride in the news product is comparable. Dave Walker, news director at KATC(TV) Lafayette, La., may not have the resources to launch the investigative efforts of a

# **“The Associated Press has done something for television nobody else has.”**

John Spain, News Director,  
WBRZ-TV  
Baton Rouge, Louisiana

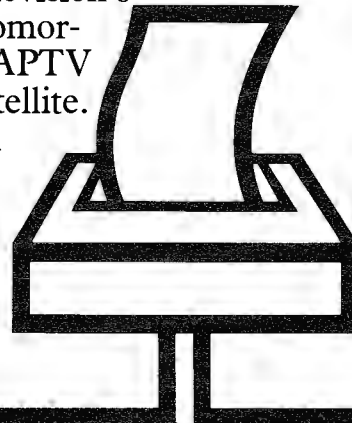
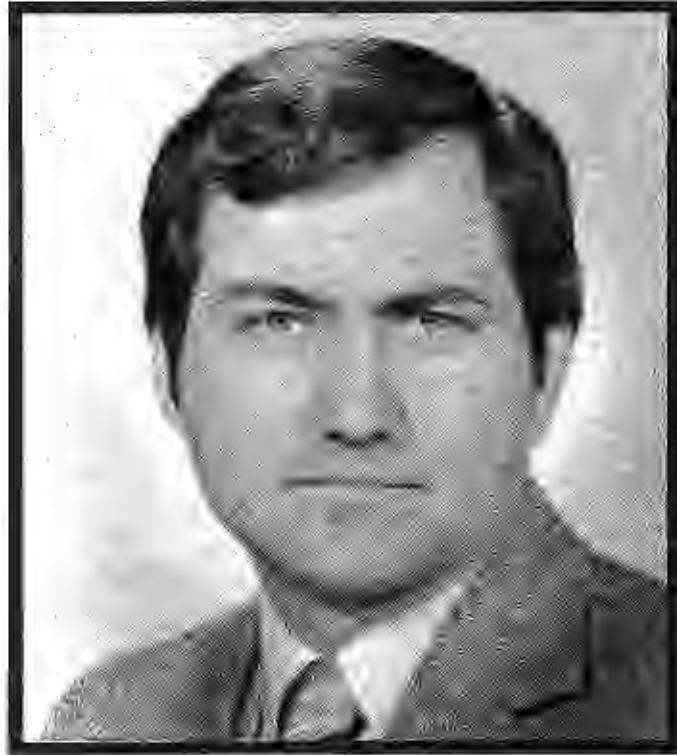
John Spain knows that television news is uniquely demanding and extremely fast paced. So, for a news-wire to be of real service, it has to keep up. That's why WBRZ-TV uses APTV, the only high speed newswire designed specifically for television.

Ask John Spain about APTV and he'll tell you how it helps get the job done better: “APTV's speed is a tremendous benefit in reacting to breaking news. The end result is many times we'll get a story on our early news and the competition won't. APTV is a great competitive tool for us.”

Or ask him about APTV's depth and completeness: “APTV brings our newsroom a whole lot more information, from more sources, at much greater speed than we've ever had before. Plus we see a lot of story ideas, feature ideas, and light material on APTV. It's a great improvement over what we had before.”

APTV is a generation ahead of other services in fulfilling the special needs of television news. APTV was designed for television's future too—it's a ready and proven asset for tomorrow's computerized newsroom. And soon all APTV points will receive the high speed service via satellite.

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**Innovation for  
better news  
programming**

**AP Broadcast Services**



Gil Martin

Group W I (investigative) team, but he claims as "much commitment to investigative reporting as anybody."

In Walker's case, it has meant finding two young "hungry and ambitious" journalists, guiding them and supporting them. And size.

At WLBZ-TV Bangor, Me., news director Russ Van Arsdale says that his viewers seem to have a greater interest in features—"what their neighbors are doing"—because in-depth coverage of major issues is available from the networks and larger news operations. Van Arsdale believes that viewers locally also want the human-interest stories because they "get enough 'gloom and doom' news" nationally.

While extensive viewer data may be commonplace in larger markets, KATC(TV)'s Walker says that Lafayette, La., "has never been researched" to that extent. And he believes that's an advantage to the news department. "As a journalist, it's a helluva lot easier to do your job," he

explains, by relying on news instincts rather than suggestions about what viewers may or may not want.

The smaller markets also remain the training grounds for journalists who use the experience there to move on to larger territories. And while it is likely that no one wants continual turnover, the future success of reporters does bring a sense of accomplishment to the news director as teacher. Zelich remarks that "we take a great deal of pride in our people. That's why we lose so many of them."

Wherever the station, localism consistently is said to be the key. However, that doesn't necessarily mean the story has to happen in a news director's back yard. Particularly at the larger stations with larger budgets, efforts are being beefed up to import news from distances away if it has an effect on the local community.

At WCBS-TV for example, Ed Joyce talks about satellite feeds bringing his viewers stories from Chicago on that city's transit crisis; from Atlanta on the murders of black children, and from Rome after the earthquake in Italy.

"But our primary emphasis must be the tri-state (New York, New Jersey, Connecticut) area that we cover," Joyce reminds, "We can't neglect our primary area even though other locales may seem more glamorous."

The Group W TV stations are well into satellite technology with uplink and downlink capability at each outlet, according to Richard Sabreen, vice president, news operations, and general manager of Newsfeed, a story sharing service via satellite among stations in and out of the group.

"We want to be able to reach out beyond the local markets," Sabreen says, to "add and embellish" what the news director has locally.

Sabreen offers the example of KYW-TV Philadelphia, a Group W station that was



Zelich

able to gather U.S. reaction to the attempted assassination of the Pope. Sabreen said that KYW-TV stayed with the story that day even after the networks went off. The city has a large Catholic population, he explained.

(It isn't only the station group, however, that is running local TV story exchanges. Producer/distributor Telepictures Corp. has NIWS [News Information Weekly Service] now distributing a tape of about 20 stories and multipart pieces each week to some 91 stations as well as support material to help adapt the material locally.)

At another TV group, Gannett's Sieger mentions developments ranging from an upcoming Washington bureau to early morning half-hour newscasts at five Gannett stations and an early-morning hour at another. For the new morning newscasts, he explains that the "bottom line is 24-hour news departments"—"all part," he adds, of "the public needing more and more information. And by next year, there'll be more expansion."

## TV news: More of it and more relevant

### Local journalism, in the eyes of consultants, is moving toward longer newscasts and stories with greater impact on viewers; less on gadgets

The move to expanded local newscasts weighs heavily in the consideration of top consultants asked to review the significant trends in local television journalism.

Frank Magid, of Frank N. Magid Associates, sees the long-form increase tied to a growing desire by the audience for "substance and meaning," which underlies a series of changes in news programs that he calls "far more important than what we've seen in years past."

With the majority of people watching the news having "been brought up in the TV era" they're now "used to television" and no longer "interested in the affectations of how things are done," Magid said. That in turn has led to a relaxation of stations' reliance on such fancy technological

items as helicopters (Magid says some stations have let their chopper leases lapse)—once all the stations in a market achieve parity on such items, the novelty wears thin.

John Bowen III of McHugh & Hoffman believes the long-form broadcasts fill a need. "Large numbers of people are ready for news earlier than 6 o'clock," he says, a manifestation of a desire to "make television more utilitarian... They want television to serve them news and information when they're ready for it."

A corollary, says Bowen, is that viewers want the information itself to be more utilitarian, a marked change from the 1970's when "viewers sat in awe of the news pouring out of their television." At the same time, Bowen sees an increasing segmentation of American society, with the greater variety of life styles in our culture creating "a greater variety of news and information needs." "Newscasts that were designed for large mass

homogeneous audiences" have to yield to those designed for "specific audiences with specific informational needs."

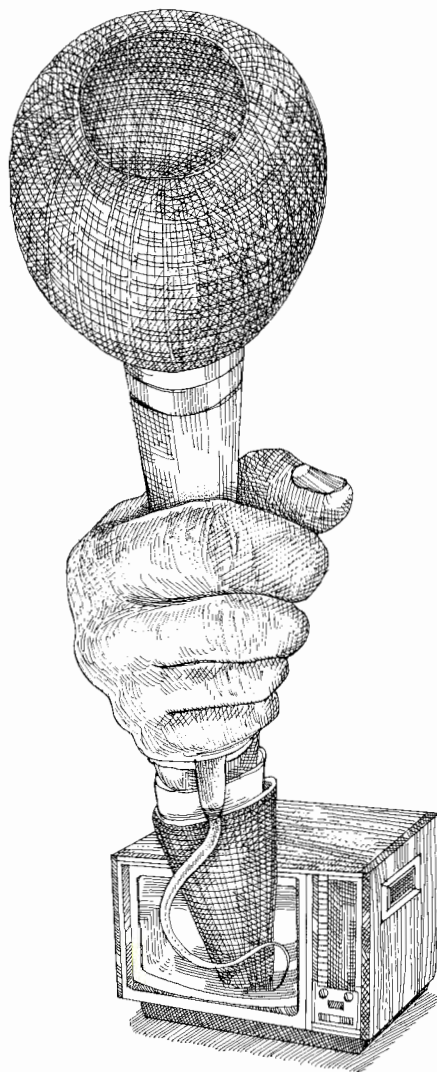
Harvey Gersin of Reymer & Gersin also concludes that stations looking for a successful approach to news have to offer a more targeted "product."

Gersin's underlying analysis is built on research that shows "there's more than one reason to watch news"—that a whole raft of emotional factors are brought to the set by members of the audience, who then look to local news to satisfy their emotional needs. People may watch news "to relax, to watch other people's lives and problems and get away from their own... or to impress their friends with what they know."

"A station has to say: 'What's my niche?'" Gersin believes, at a time when "it's become more and more difficult to be everything to everybody."

Al Primo, news consultant, takes a somewhat different approach to the sub-

# WHO GETS THE LAST WORD IN YOUR HOUSE?



For over 29-million people in New York, Los Angeles, Boston and Memphis a lot of what they see on TV has to do with what they say. Especially if they're watching one of four RKO Television stations: WOR-TV, KHJ-TV, WNAC-TV, or WHBQ-TV.

All of our stations believe they must listen and learn from the people they serve in order to bring them the programming they want and need.

What's more, our public affairs and news programs always try to make sure both sides of a story are heard. And some of our best shows literally invite the audience to ask questions, make decisions, and speak their mind. Like the Tri-State Town Meeting on WOR-TV. Or Government On The Line at KHJ-TV.

With shows with names like Meet the Mayors, Dialogue, Straight Talk, Life Line, Frankly Female and Community Feedback, there's no doubt who gets the last word at RKO Television. You.



**WHERE TELEVISION IS A TWO-WAY MEDIUM.**

**9**  
WOR-TV  
NEW YORK

**9**  
KHJ-TV  
LOS ANGELES

**7**  
WNAC-TV  
BOSTON

**13**  
WHBQ-TV  
MEMPHIS



Magid

ject. To him, the most important consideration is that we're "entering the era of the news director," with that individual now beginning to assume the importance that newspaper editors hold in their fiefdoms, with the impact on a station's news operation from consultants and general managers lessening in proportion. "The industry had come to the realization that the news director can make the difference," Primo says.

This increased role of news directors, according to Primo, "brings more journalism to TV news operations." "The most successful stations" he says, are those "in tune, in touch with their communities." That necessitates, in Primo's mind, a



Gersin

"people orientation" on the part of news directors, and here Primo's emphasis on the journalistic component of local news dovetails with other consultants' thoughts on utilitarian news, and news that satisfies emotional needs. People, Primo says, want to know "how events shape and change their particular lives"; they want to know what other people think and feel, so then they don't feel so alone."

Satellite uplinking from distant locations, Detroit stations sending local news crews to Japan to report on the auto industry, and other uses of advanced technology then become important tools for a "people oriented" news director.

News consultant George Skinner similarly sees an increase in "the judicious use of television's valuable tools to bring information to people in an interesting way." He feels stations have "been gaining confidence in the last few years to deliver things the public wants." Part of that, in Skinner's view, involves increased use of feature material in newscasts to "give a full slice of life in the community served." The net result will be "better balanced content" in broadcast news, with similarities to the blend in newspapers.

Recent shifts in local news and the way it's received also mean changes for on-air personnel. Magid, for example, says that the "drawing power of youth" no longer applies when the public is "looking for more depth and confidence."

Primo suggests that successful local stations, to stay in touch with their communities, are those that rely on native talent, and don't take the "short cut" of importing supposedly "outstanding" talent from outside the market.

These developments are all taking place against a background of what Magid sees as the period of "less loyalty to given newscasts than ever before in the history of television news." Part of that is simply that there's so much news out there that, as a member of the public, "you don't have to feel you're a defector" by switching channels.

Off on the horizon, the consultants see that level of news increasing. Indeed, some like Magid are testing concepts for news in nontraditional dayparts, and even 24-hour news concepts.

And they point to cable, both for its supposed fractionalizing effect on audience,



Bowen

and through such means as the 24-hour Cable News Network, for its spur to the "news when you want it" aspect of utilitarian news.

Primo concludes that "because of cable ... local television is realizing its survival key is to be the local newspaper of the 1980's."

But in the eyes of the consultants, local television journalism already has a head start. Skinner notes "local news has been so far ahead of the networks in innovations, sophistication ... that it's much more popular with the people." In fact, he says, it's the networks that are now beginning to borrow from local television news operations.



Primo

## From cross town to cross country—TV is there

### Spot news efforts

When the 52 Americans held hostage in Iran were freed, **WRTV(TV) Indianapolis** was there to provide extensive coverage of Indiana native and hostage Rick Kupke's return. WRTV's helicopter, Sky Cam 6, flew the Kupke family to West Point, N.Y., for a reunion with their son. And when the hostages arrived in Washington, the station aired the event live and included an exclusive interview by anchor Ken Nelson

with Kupke in Washington. Following Kupke to Indianapolis, WRTV filmed the festivities there as the city welcomed the former hostage home, and provided live coverage when Kupke greeted friends and neighbors in his home in Rensselaer, Ind.

□

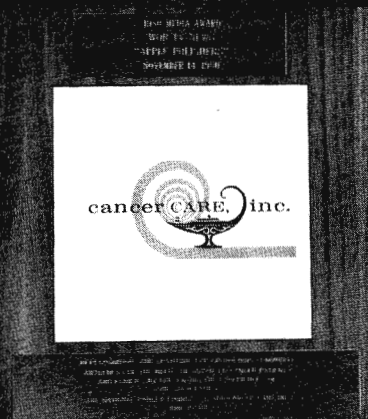
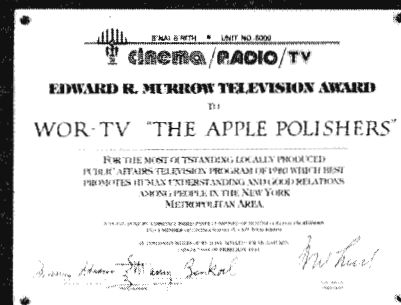
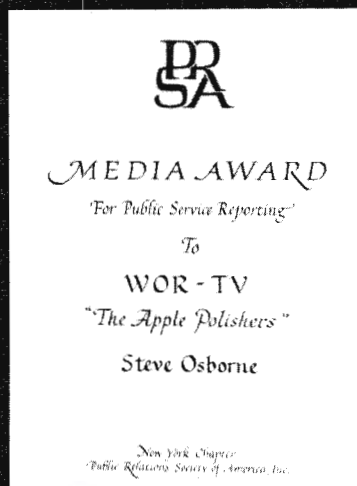
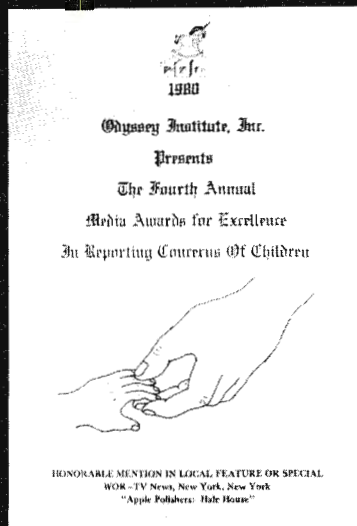
Like many stations **WDTN(TV) Dayton, Ohio**, covered the release of the hostages from Iran since one of the 52 was Steven Lauterbach of Dayton. When the story broke, WDTN interrupted programming with a live report from the Lauterbach home. WDTN stayed on the air all night, and dur-

ing a movie presentation, broke in with a 4 a.m. report from the Lauterbach home after receiving confirmation of the release from the State Department. Later in the week, the station dispatched a three-man crew to Washington, the first time WDTN used a live satellite feed. The station sent weekend anchor Barbara Kerr to cover the local angle of the hostage's return.

□

When former President Jimmy Carter announced that a deal had been struck to free the American hostages in Iran, **KMOL-TV San Antonio, Tex.**, produced a 30-

# GOOD NEWS IS ITS OWN REWARD.



Last year, WOR-TV News created  
a special weekly series devoted  
to good news and those who make it happen:  
THE APPLE POLISHERS. This year, five  
leading community organizations

honored THE APPLE POLISHERS  
as the New York news program  
which best promotes human understanding  
and good relations among people in our  
area.

**WOR-TV 9 NEWS**

**RKO**  
TELEVISION



**Hostage homecoming.** The release of the 52 American hostages gave many local stations cause for expanded spot efforts. With President Carter's announcement, KMOL-TV San Antonio (l) reported the hometown



connection. Big market WPXI-TV Pittsburgh (c) and small market WNEP-TV Scranton (r), filming hometown son Michael Metrinko, were among the many local stations that traveled to West Germany.



minute program on the San Antonio connection to that crisis. The special traced a number of events, including the two-week stay of the former Shah of Iran at a local military medical facility. Also chronicled was the treatment in San Antonio of several of the Marines injured during the aborted rescue mission.

When hurricane Allen began to threaten the Texas coast last year, KMOL-TV dispatched crews to Corpus Christi and Brownsville. For 48 hours the station expanded its broadcast coverage to provide hourly reports on the storm. At one point when commercial transportation came to a halt, videotape was transported via newspaper delivery truck from Corpus Christi. Less than 24 hours after Allen had passed, the station aired a 30-minute special on the story.

Dayton, Ohio, native Steve Lauterbach was among the Americans taken hostage in Iran. **WKEF-TV Dayton** sent news crews to both West Point, N.Y., and Washington for the welcoming ceremonies. The Washington crew was able to corral Lauterbach in his hotel room and put together a 30-minute interview, which aired in its entirety the following evening. The station also provided live coverage at the Dayton airport upon Lauterbach's return.

Three American hostages held by Iran were from the **WNEP-TV Scranton, Pa.**, coverage area. WNEP-TV sent a reporter to Wiesbaden and Frankfurt to cover the expected October homecoming. Gary Essex, WNEP-TV reporter, filed stories from Germany for two weeks, but the hostages did

not return. When they finally arrived there, in January, Essex went back. WNEP-TV also gave extensive coverage to former hostages returning home to the Wilkes Barre-Scranton area, with live reports on their reunion with their families, including an interview with former hostage Michael Metrinko.

On the scene in Wiesbaden, West Germany, to report the return of American hostages from Iran, was **WPXI-TV Pittsburgh's** correspondent, David Hazinski. For more than three weeks Hazinski waited in Wiesbaden for the hostages' arrival and was there to provide Pittsburgh viewers with live coverage of the event.

When Pope John Paul II was shot by a would-be assassin, WPXI sent anchor Alan Frio to Rome to provide Pittsburghers with medical updates on the Pope's condition. To aid in its spot news coverage, WPXI-TV uses a helicopter (Chopper 11), which has enabled the station to cover late breaking news all over the tri-state area, with reports live from the Chopper or on the ground.

WPXI used the helicopter to fly in the Pittsburgh Steelers' first-round draft pick, Keith Gary, for an exclusive interview on the day he was chosen. The station also has two live mobile units and two live portable units—giving the station the capability of five different live remotes in a single newscast. WPXI cameraman Fred Trice won the first-place award from the Pennsylvania Associated Press Broadcasters Association for "Outstanding Spot News Reporting," for his footage of "North Side Fire," which pictured the fall of a fireman from a burning building.

When the Americans were first taken hostage in Iran, a student in the viewing area of **WAST-TV Albany, N.Y.** donned a braided bracelet which she didn't remove until the hostages were released. When she expressed a desire to see the former hostages personally at their welcome-home ceremony in Washington, WAST-TV arranged the trip through a local congressman. The station sent a reporter, photographer and remote producer to Washington and did a live interview with the student at the Capitol. The interview and other coverage of the day's events were transmitted back to Albany via satellite.

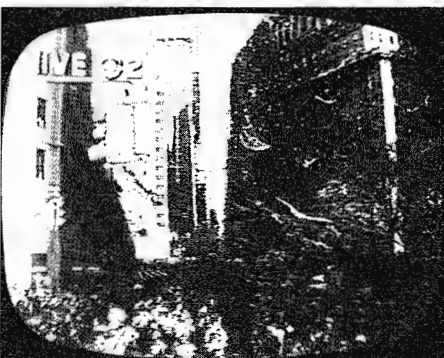
Another spot news event covered by WAST-TV was a fire at the port of Albany caused by the explosion of an oil storage tank. The station went live with several reports during the National Football League telecast that day. One of the WAST-TV crews caught footage of one tank as it exploded.

When local woman Cynthia Dwyer was taken prisoner in Iran during the hostage crisis, **WIVB-TV Buffalo, N.Y.**, stayed abreast of local developments with reports from studio, newsroom, and live from the Dwyer household. The station also covered the reunion of Dwyer with her family at JFK Airport in New York.

When another local resident, Ann Odre of Buffalo, was wounded in the attempted assassination of Pope John Paul II, WIVB-TV was in Rome, with a satellite report on her audience with the Pope that included color pictures of the event, and an interview with Mrs. Odre's son, Michael. WIVB-TV's special assignment reporter Allen Constantini's supplemental coverage of



**The end of the saga.** WAST-TV Albany, N.Y., (l), in Washington for the continental return of the hostages. Ticker tape New York parade (c) on



WCBS-TV and WIVB-TV Buffalo, N.Y., (r) covering its native daughter, Cynthia Dwyer, the 53d hostage.

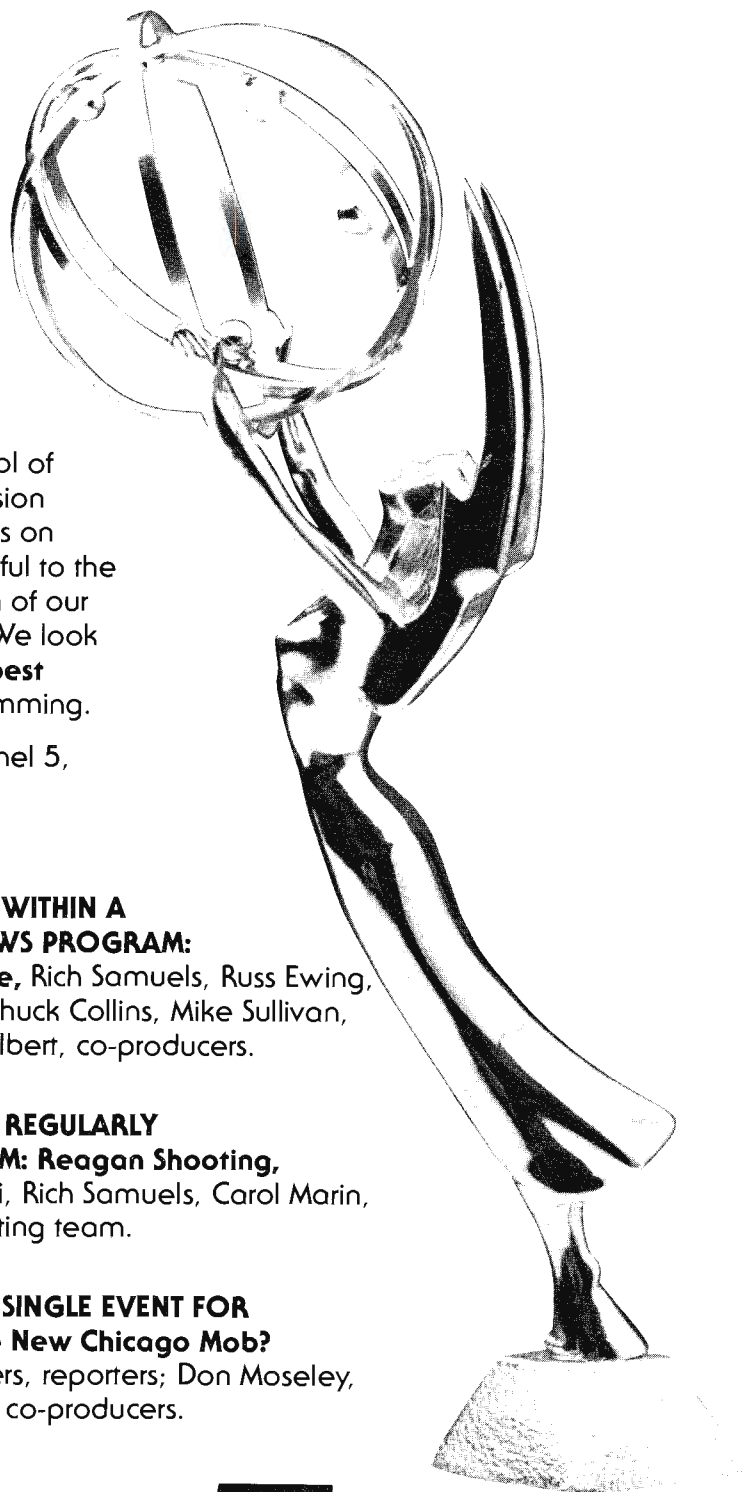


# CHICAGO'S BEST CHOICE FOR NEWS

The Emmy Award . . . television's symbol of excellence reflects the very best television has to offer. In Chicago, the very best is on Channel 5. We at WMAQ-TV are grateful to the Television Academy for the recognition of our outstanding contributions in 1980/81. We look forward to another year as Chicago's **best choice** for television news and programming.

WMAQ-TV salutes the people of Channel 5,  
the best in Chicago television:

- **BEST INVESTIGATIVE REPORTING WITHIN A REGULARLY SCHEDULED NEWS PROGRAM:**  
**Exploiters: Children For Sale,** Rich Samuels, Russ Ewing, reporters; Doug Longhini, Chuck Collins, Mike Sullivan, Marshall Rosenthal, Jean Gilbert, co-producers.
- **BEST SPOT COVERAGE WITHIN A REGULARLY SCHEDULED NEWS PROGRAM:** **Reagan Shooting,** Linda Yu, Tom Korzeniowski, Rich Samuels, Carol Marin, Dick Kay, Russ Ewing, reporting team.
- **BEST PLANNED COVERAGE OF A SINGLE EVENT FOR NEWS SPECIALS:** **Gangs: The New Chicago Mob?** Carol Marin, Warner Saunders, reporters; Don Moseley, Steve Corman, John Martin, co-producers.



# CHANNEL 5



WMAQ-TV CHICAGO

the funeral of Cardinal Wyszynski afforded the opportunity to report on Lech Walesa's planned trip to Poland, which was of local interest to a Buffalo market with a large Polish-American population.

A series of killings of area black men by an assailant identified as a white man created racial tensions and proved a challenging local story for WIVB-TV. From the creation of a victims fund to raise money for the families, to the coverage of the eventual indictment of a suspect, the station followed the story with daily reports, sidebars, and several half-hour special reports, punctuated by 30-second spots depicting an artist's conception of the suspect, and displaying police hotline numbers.

Within hours after Pope John Paul II was shot in St. Peter's Square, **WCBS-TV New York's** Tony Guida was on his way to Rome. While in flight, he interviewed the daughter of a woman from Buffalo, N.Y., who had been shot in the assassination attempt. Guida provided updates on the Pope's condition, details about the Turkish revolutionary who fired the shots and reports on the Italian election taking place. The WCBS-TV crew remained in Italy for a week.

The vigil held for John Lennon in Central Park the day after he was shot was covered by WCBS-TV with cameras on cranes to get overview shots of the crowd. During the 10-minute vigil, the station panned the crowd and also used a montage of still photos and film footage of Lennon's life.

WCBS-TV went to Frankfurt and Weisbaden for live reports of the former hostages' release from Iran. As they stepped off the plane in Weisbaden, the station's reporter was able to interview two of the former captives. Their arrival at Stewart Air Force Base in New York was covered live, and the WCBS-TV crew used microwave relays which enabled the CBS-TV network to feed material to viewers across the country. The station continued to follow the former hostages through the tickertape parade in New York.

When New York Mayor Edward Koch visited the Mideast last December, WCBS-TV's Jim Jensen followed. Jensen met the mayor in Cairo and covered his meeting with Egyptian President Anwar Sadat and Israeli Prime Minister Menachem Begin. While Jensen was in the Mideast, he also filed reports on the Egyptian economy,

historic landmarks, and, on Christmas Eve, live, via satellite, from Manger Square in Bethlehem.

John Tesh, a correspondent for WCBS-TV, ran in the New York City marathon, and took the station's viewers along with him: Strapped to his back were one-and-a-half pounds of transmitting gear. The station's helicopter followed the race from start to finish, and a reporter interviewed the winners.

WCBS-TV sent a correspondent to Atlanta to file on-location reports on the murders of black youths there. Friends and families of the victims and other Atlanta residents were interviewed.

When native **Buffalo** resident Ann Odre was wounded in the assassination attempt on the Pope, **WKBW-TV** had a live satellite report from Rome, hours after the shooting. WKBW-TV anchor Don Postles got a bedside interview with Odre, which was picked up by ABC's *World News Tonight*. WKBW-TV was also on the spot to record the drama of a hostage situation sequence that left four policemen and a woman injured. The footage was used in the trial of the apprehended suspect.

At **KRDO-TV Colorado Springs**, the engineering feat was up, not along the ground. The station covered the Pikes Peak 14,100-foot hill climb, with four cameras, all equipped with three-quarter-inch recorders. The signal was microwaved to a nearby mountain where the station's tower and transmitter are located and then relayed to the studio.

**WTAE-TV Pittsburgh** sent a team of three to Weisbaden, West Germany, to cover the hostages' release. Reports were fed live via satellite on the hostages who lived in the Pittsburgh area. The station also aired a one-hour prime-time special a few days later, capsuling the coverage.

During last fall's presidential election campaign, **wowk-tv Huntington-Charleston, W.Va.**, obtained an exclusive interview with [Rosalynn Carter]. The interview was conducted the same day that the former first lady participated in wowk-TV's Annual Community Day parade.

The station also produced a live, prime-time report in which United Mine Workers President Sam Church outlined the details

of a new coal contract to mineworkers throughout the station's coverage area in West Virginia, Ohio and Kentucky.

To handle political coverage through the 1980 campaign, **KTVI(TV) St. Louis** organized a three-person team to concentrate solely in that area.

The Iranian hostage crisis provided a local angle for KTVI. Hostage Rocky Sickmann was a St. Louis-area resident. The station concentrated heavily on the Sickmann family during the 444 days that Sickmann was held hostage. It had crews in Washington and New York for the homecoming and carried Sickmann's arrival live, and had an exclusive 30-minute on-air interview with him the next night.

KTVI also covered the flight of the space shuttle Columbia last April, the local angle being that McDonnell Douglas, which built the shuttle's propulsion system, is based in St. Louis.

**KOTA-TV Rapid City, S.D.**, kicked off its 1980 campaign coverage with a special segment of its monthly magazine program spotlighting Senator George McGovern's bid for re-election. The piece probed his liberal philosophy, comparing it to that of his challengers—one Democrat and three Republicans. Primary coverage included two fixed live remotes (transmitted via microwave) and an ENG-equipped van roving from candidates' homes to the courthouse (official vote tabulating center) to the polling places to conduct exit-poll interviews.

KOTA-TV also sent a two-man crew to both of the national political conventions. In addition to the South Dakota delegation, the convention crews also covered the delegations of Wyoming and Nebraska.

During the fall campaign, KOTA-TV produced a series of half-hour reports on various election issues, including one on a ballot question concerning restrictions on uranium mining in the Black Hills. The station taped a two-hour "free-for-all" between opponents and proponents in its studio. On election day, all of the reporters and all equipment was devoted to the election. Virtually every employee helped cover precincts to get the numbers faster than official tabulations came out.

A cooperative effort by West Virginia's three public TV stations: **WPBY-TV Hun-**



**Papal shooting.** Wxyz-TV Detroit's Lowell Newton (l) was in the crowd when Pope John Paul II was shot and filed audio reports. Buffalo stations

WIVB-TV (c) and WKBW-TV (r) covered the visit of the Pope to Ann Odre, a Buffalo resident who also was injured in the assassination attempt.

# Nobody's tougher on saving energy than Amoco is on itself

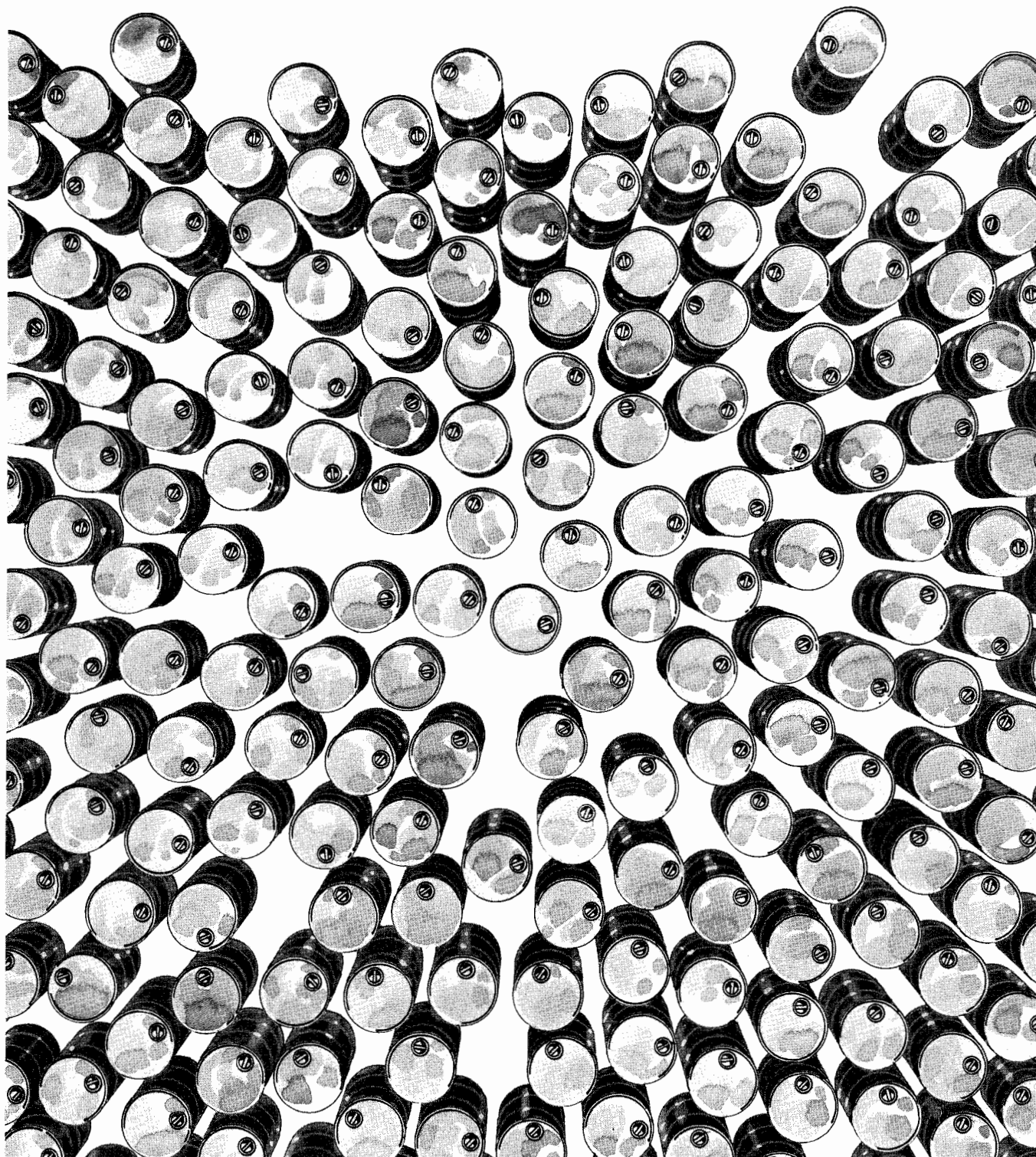
Energy conservation is a daily, operational effort at every Amoco facility. Amoco has achieved a 22 percent reduction in energy used per unit of product produced, compared to energy consumed in the early 1970s. This is approximately like saving 15 million barrels of crude oil per year, nearly the total of foreign oil imported to the United States in two days.

Conservation methods ranged from recapturing and utilizing waste heat to trimming 1,000 pounds of non-vital steel from Amoco's product transport trucks.

Conservation is a potentially huge national resource that can help save the energy needed to keep America running strong in the year 2000 and beyond.



You expect more from a leader.



**tington, WSWP-TV Beckley** and **WVU-TV Morgantown**, provided gavel-to-gavel coverage of the final session of the West Virginia legislature. *Session 81: The Final Decisions* began at 10 a.m., Saturday, April 11 and continued uninterrupted for 14 hours. Cameras and reporters were set up in both chambers of the legislature, with the anchor, Beth Nogay, broadcasting from the governor's conference room. Lewis McManus, former speaker of the West Virginia House of Delegates, provided commentary alongside Nogay. The program offered chamber coverage, interviews with legislators, and background videotaped pieces of legislative procedures and developments. Production crews from the three stations worked shifts, but the talent worked straight through.

When fire swept the Oregon city of Stayton, causing an estimated \$1 million damage, **KGW-TV Portland, Ore.**, sent its helicopter news team, Skywatch, to the

scene, 60 miles from Portland, and aired live coverage on its 5 p.m. newscast. The station also uses Skywatch to monitor activity at Mount St. Helens for updates on the volcano's status.

A permanently mounted Nurad antenna system allows live transmission from within a 100-mile radius of KGW-TV's broadcast tower. The antenna can also act as a relay point allowing a signal to be beamed from a ground unit to the antenna, then to the tower and over the air.

Three hours of prime-time programming were pre-empted by **KCAU-TV Sioux City, Iowa** to cover a public hearing of the Iowa State Commerce Commission on a requested 19.5% rate increase by the Iowa Public Service Co.

Boasting the "most complete 'weather center' in the state," **WDAM-TV Laurel, Miss.**, has placed a premium on upgrading

its weather coverage, adding over the past year color digital radar, a graphics computer, and customized designed set.

To get a local perspective on national news, **WDAM-TV** has twice sent reporters to Washington—for the inauguration, and for local impact of budget cutting proposals.

Station news personnel acting as city councilmen on a news show? That's what happened at **KVOA-TV Tucson, Ariz.**, last April in a spat between the mayor and some city councilmen. At noon on April 28 the mayor called for the resignations of the council's five Democrats for violating the state's open meeting law by holding a session he didn't attend. The mayor handed reporters transcripts of the meeting in which councilmen leveled various charges at different city departments. The station decided to have station personnel read the transcripts, recreating the closed council meeting in a special report that

## A day in the life

by

John Lippman, news director, KIRO-TV Seattle

**7:25 a.m.**—The Washington state ferry, Walla Walla, runs aground with 700 passengers on board. KIRO(AM)'s helicopter is the first over the scene, and relays word of the grounding to KIRO-TV's assignment desk. KIRO-TV's Chopper 7 is scrambled. **8:45**—Chopper 7's first pictures and a report from KIRO reporter Joe Zaspel are beamed back and aired live. Cut-ins continue to air hourly throughout the morning. Three other crews are dispatched on the ground... one, live, to get the ground view for cut-ins and the station's noon news; the second to cover reaction of people who were expected to arrive on the ferry; the third to cover the extraction of the people from the stranded boat. **10:30**—We interrupt programming again, and stay live as passengers are rescued from the ferry by a waiting barge... a very tricky operation. Ferry system officials are worried about the shifting weight capsizing the boat. The crew covering the passengers then meets the passengers, giving the video tapes to the chopper crew to bring back for the noon news. **Noon**—Both live from the chopper over the ferry and on tape from both sides of the water, we air the ferry story. Cut-ins continue in the afternoon as we meet the private boat taking the stranded passengers to their destination in Seattle, and watch the ferry try unsuccessfully to free itself. **6 p.m.**—We watch live as the ferry is, finally, pulled off the sandbar.



evening. During the afternoon the station went live with the announced resignation of the police chief, and aired the re-created meeting at 6:30 p.m. The station followed up by running a half-hour news conference three days later by the council's Democrats who responded to the mayor's charges and the news conference where the county attorney announced criminal charges against both the mayor and council members for violating the state's open meeting law.

Brush fires that broke out in southwest Missouri saw **KOAM-TV Pittsburg, Kan.**, swing into action. Four camera units plus a helicopter covered the blaze, microwaving back to the station 10 live reports over a five-hour span. Both packaged and live reports were aired with special crawls telling where food could be sent and graphics of the area affected.

**WHBF-TV Rock Island, Ill.**, sent crews to both political conventions and the presidential inauguration. The station had a local angle since nearby Dixon, Ill., is the birthplace of President Reagan. The station followed the efforts of the Dixon high school band to raise money and get in the inaugural parade, which it succeeded in doing.

Even in this age of ENG, engineering challenges to spot coverage still exist.

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# Our case for sex discrimination.

Sex no longer determines who, if anyone, wears the pants. So why, a lot of you are demanding, should it determine insurance rates?

Consider the nearly double crack-up rate of male drivers 25

and under versus female drivers 25 and under.

Suppose we at Aetna Life & Casualty ignored this statistical reality. Sister Sue would pay 40% more for auto insurance so Brother Bob could pay 20% less. Unfair!<sup>1</sup>

Now let's sauce the gander. Say we had unisex insurance rates. Collective Bobs would more than chivalrously pay for collective Sues' annuities, since women live to collect longer. *Equally* unfair!

Accusations of Neanderthalism aside, Aetna simply isn't going to toss out cost differences based on criteria like sex and age when the results would be inequitable.<sup>2</sup>

But we *do* have squads of experts studying the impact of changing life patterns on auto, life, and other insurance.<sup>3</sup> And ongoing analysis has already eliminated some risk criteria and instituted others, including *factors you control personally*.

Example: We give young driver-training graduates an average 12.3% discount.<sup>4</sup> And we now reduce individual life premiums for non-smokers.

That's fairer, we think, than changes that would make insurance *less* affordable for a lot of us — men and women alike.

# Aetna wants insurance to be affordable.

<sup>1</sup>According to an Aetna study of auto insurance made in 1979, people generally warmed to the idea of equal rates for different groups. But when they were informed of the effect on their pocketbooks, the majority turned thumbs down.

<sup>2</sup>We admit it can be rankling to be treated as a statistic. But the whole idea of insurance is the pooling of risk among groups of individuals. Those groups are defined by the loss experience of up to millions of cases, and are

charged accordingly — what we in insurance call "cost-based pricing."

<sup>3</sup>At last count, we had some 135 people looking into how risk can be measured in life, casualty-property, and group insurance.

<sup>4</sup>Aetna also charges less to

accident-free drivers, for cars less prone to damage or theft, and for homes equipped with burglar and fire alarms. We think *positive incentives* make more sense than experimental policies that turn their backs on actual experience.



**WRAL-TV Raleigh, N.C.**, covered a six-mile race of 4,633 runners with nine field cameras, two studio cameras, six microwave links, one helicopter and 45 station personnel for its live one-hour telecast. Cameras were at four points along the race, some at elevated positions. At times four different feeds were coming into the main newsroom, where elements from the remote site on the race were tied together.

When the space shuttle Columbia was launched from Cape Canaveral, **WJXT(TV) Jacksonville, Fla.**, brought its viewers an up-close look. Along with an anchor, producer and two cameramen, the station sent a science analyst from Jacksonville's planetarium to provide viewers with a simple explanation of what the shuttle would accomplish.

WJXT sent reporters and camera crews to the Republican national convention in Detroit and the Democratic convention in New York. The station had live reports, via satellite, during its 6 and 11 p.m. newscasts. During the Democratic convention, the station's reports featured live interviews with Florida Governor Reubin Askew, then a member of the Carter administration.

**Wsoc-TV Charlotte, N.C.**, expanded its local news coverage to one hour with the second half-hour devoted largely to in-depth coverage of the day's top local story. The format is fashioned after ABC's *Nightline*. On days when news is thin the in-depth segment, entitled *Page Two*, is devoted to such topics as security at nearby nuclear power plants, the influx of refugee families into the region and the burgeoning discount store business.

Live helicopter reports also highlighted WSOC-TV's spot news coverage in 1981. In one story, involving the crash-landing of a Piedmont jetprop, aerial footage taken by the station's "Chopper Nine" revealed that no ambulances had been dispatched to the scene. Subsequent reports over the next three weeks revealed that none had been dispatched because the county MEDIC ambulance dispatcher didn't understand the fire department's code system.



**On the scene.** WSOC-TV Charlotte, N.C., covers Piedmont crash.



**Filming the widow again.** WOR-TV New York caught pictures of Lennon's widow, Yoko Ono with record producer David Geffen on the night of the murder, and the booking of Lennon's alleged assailant, Mark David Chapman.

The night John Lennon was murdered **WOR-TV New York's** staff worked all night on the event to prepare for the next day's telecast, including capturing pictures of the crowd keeping vigil outside his apartment building and Lennon's widow, Yoko Ono, as she left the hospital with record producer David Geffen. The coverage won the station a UPI award for best spot coverage. The station also received awards for its "good news" series *Apple Polishers*, which features the positive efforts of unheralded individuals.

When **wrc-TV Washington** broadcast the names of four men indicted in the assassination of an Iranian exile, one of the men called the station to say he intended to surrender the next day, requesting an interview with the station before doing so. The man arrived the next day, did the interview and phoned the FBI to arrange his own arrest.

Not only the news department, but the production and creative services departments were mobilized by **WFBC-TV Greenville, S.C.**, to cover a campaign visit of President Carter. Nearly 100 personnel helped set up and run two remote broadcast centers that covered four Carter stops through the afternoon. The station began with a 30-minute special covering his arrival that ended live as Air Force One



touched down. The station used live and taped inserts throughout the afternoon and went live back to the airport for the first half of the evening's news with a 30-minute capsule of the day. The station also covered live the appearance by Ronald Reagan at a local shopping mall.

Among the spot news coverage undertaken by **KSAT-TV San Antonio, Tex.**, was extended coverage of the political conventions. The station spent \$29,000 on convention coverage with a five-man crew doing nine live reports via satellite plus two taped stories each day and two commentaries.

While the Democratic convention was going on in New York last August, Hurricane Allen pounded the Texas coastline. A six-person crew went to Corpus Christi and got same-day weather footage back to the station via land lines, microwave and automobile.

**KTSB-TV Topeka, Kan.**, gained an exclusive on attempted assassination of the Pope when two local residents phoned the station from Rome with an eyewitness account of the event. They had been a reported six feet from the Pope and their taped account was inserted in the coverage the station aired that afternoon. KTSB-TV called the NBC network about the Topeka eyewitness, and the network got an audio interview that evening, and Tom Brokaw interviewed the two the next morning when he arrived in Rome.

Even though the Pope's visit in Anchorage, Alaska, was only a stopover, **wcau-TV Philadelphia** sent an anchorman there. He was invited to join a local businessman and a local cardinal who were friends of the Pope. With the aid of a CBS satellite feed, anchorman Larry Kane narrated a live report for the station's late afternoon news show.

When the President was shot, **Washington** stations were able to supplement network coverage with their own reporting. **WJLA-TV** featured local cut-ins during regular news programs, and stationed reporters at George Washington University hospital, the White House, Hilton hotel

# NEWSCENTER 13 HAS BEEN GATHERING A LOT MORE THAN JUST NEWS.



When our reporters cover the news, we expect them to return with nothing less than the whole story. And because of that, very often they bring back even more.

#### **Indiana Associated Press**

Best Newscast  
Best Spot News

#### **Indiana United Press International**

Best Newscast  
Best News Story  
Best Sports Wrapup  
Best Feature Story

#### **NATPE Iris Award**

Best Sports Program, "Horses of Steel"

#### **Indiana News Photographers Association**

TV News Station of the Year  
TV News Photographer of the Year  
Best Sports News  
Best Magazine Feature  
Best Spot News

#### **Sigma Delta Chi**

Best Spot News Story  
Best General Reporting  
Best Photography

#### **CASPER Award for Outstanding Community Service**

WTHR Hearing Impaired Programming  
NewsCenter 13's "Thursday's Child" Feature

During 1981, WTHR and NewsCenter 13 have won more news awards than any other television station in Indiana. And we're proud of that.

But you won't see any of our reporters resting on their laurels. Any more than you'd see them resting on their assignments.

## **NEWSCENTER 13 WTHR TELEVISION**



INDIANAPOLIS

Represented Nationally by Blair Television



**Going down.** KGTV(TV) San Diego films the sinking of a cruise ship.

and District Court.

The inauguration was a local story for Washington stations as well. WJLA-TV covered the events of the day and the fireworks and inaugural balls that night, and aired a special report on economic forecasts for the new administration.

WJLA-TV reporters and camera crew went to Weisbaden, West Germany, for the release of the hostages, and provided reports via satellite. The WJLA-TV crew caught the same flight back to Washington as two doctors who had examined the hostages, and one of the reporters interviewed them. When the hostages were home, WJLA-TV aired a special report, *Freedom and Aftermath*.

During the captivity of the hostages, pro- and anti-Khomeini Iranians planned separate marches in Washington. WJLA-TV covered the marches and the violence that broke out when the two groups crossed.

WDIO-TV Duluth, Minn., has expanded its news operation with further coverage of Minnesota's Iron Range, where the co-owned WIRT(TV) Hibbing is located. Two nights weekly WDIO-TV produces the Iron Range reports that go out over both stations and include remote features in both station's viewing area. Live interviews are also a part of each report.

When fuel began leaking from a Titan II missile silo near **Little Rock, Ark.**, KTHV(TV) sent two crews to the scene who eventually filmed the explosion in the silo. KTHV took home two awards for its work. The station also claimed a first by getting a

one-on-one interview with Nancy Reagan, as the presidential candidates visited Little Rock. KTHV also went to a California jail to report on the extradition of an Arkansas murderer. The station had gone there to do a five-part series on the case, only to find the extradition story breaking as the film crew arrived. The governor's office, KTHV reports, learned of the extradition from the station.

KGTV(TV) San Diego has made extensive use of its helicopter microwave capabilities in covering hijackings, the return of hostage Richard Morefield, spring flooding, brush fires, a Mexican earthquake and the sinking of a cruise ship off the coast. In the flooding story, the helicopter carried food and clothing supplies to an orphanage in Mexico. The helicopter has uplink capabilities to receive signals from ground crews and relay them to four base pickup stations, equipped with autotracker, steerable dishes and fixed horn antennas.

The political conventions saw KSL-TV Salt Lake City send six-person crews to both New York and Detroit. In cooperation with WCCO-TV Minneapolis, KSL-TV created a consortium to reduce satellite costs. The station did at least three live reports a day, with cutaways, in addition to the 13 hours of coverage the station did with the respective state conventions. With the satellite capability, the station has also sent reporters to Japan, the Philippines and Israel for live reports.

WRAL-TV Raleigh, N.C., had many occasions to use its helicopter in the past year, not only to cover news, but also to help the community. After a bank robbery in Durham, the chopper, with a police officer aboard, flushed out the robber from a wooded area. Returning from another assignment, the helicopter spotted a house on fire in a secluded area, and helped fire trucks through a maze of rural roads to get to the blaze. Through investigation, the station found the home was slated to be occupied by mentally handicapped citizens, who had met the resistance of neighbors. Investigators suspected arson. The helicopter has also been used in two missing-persons cases, with an aerial search helping to locate one body.

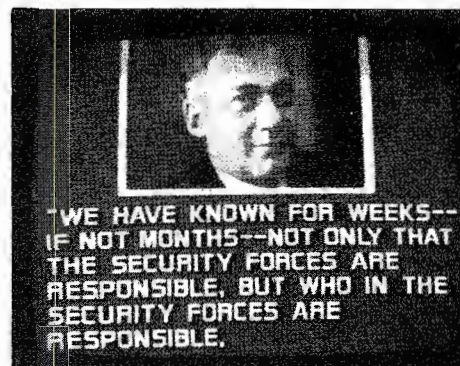
Toledo's WTVG-TV aired a 10-part series of conversations with the bishop of the Toledo diocese after his election in February. The station did background pieces and went live from 4 to 6 p.m. to cover the formal installation.

Weather is big in the twin cities and KSTP-TV Minneapolis-St. Paul installed a Doppler radar device for the early detection of storms. In two months, a tornado hit the area. The radar device picked the storm as it was forming and followed it until it died, tracking its path of destruction. When a computer is added next year, storms within 75 miles will be detectable and warnings broadcast earlier than now possible.

WFSB-TV Hartford, Conn., provided live coverage of the funeral service and procession for former Governor Ella Grasso. The more than seven hours of coverage included an interview with former President Carter, offering his memories of Grasso.

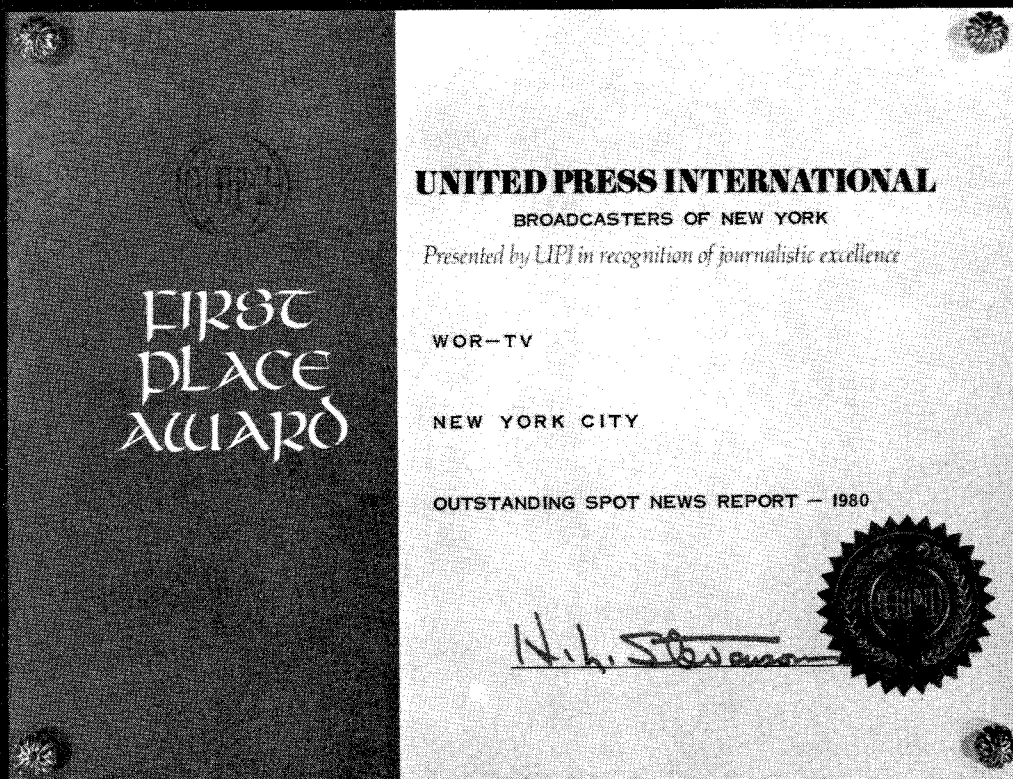
WFSB's helicopter captured footage of a Russian spy ship off the New England coast, presumed to be watching for the launching of a Trident missile. CBS picked up the footage for its evening newscast.

A speech by former ambassador to El Salvador, Robert White, in **Rochester, N.Y.**, gave WHEC-TV a chance to ask him



some questions, and one answer, which was news to the world, was that six El Salvadorian national guardsmen had been arrested for the killing of four U.S. nuns months earlier.

WTHR(TV) Indianapolis expanded not



Last year, of all the news that was aired in New York City, UPI awarded WOR-TV's spot news their first place award for journalistic excellence.

**WOR-TV** **9** **NEWS**

**RKG**  
TELEVISION

only its studios in the past year but also its spot news coverage. The station went to New York and Detroit for both political conventions, to Washington for the inauguration, to Michigan for a live satellite report on the execution of murderer Steven Judy, to Philadelphia to cover Indiana University winning the National Collegiate Athletic Association basketball championship, to Texas for hurricane Allen, to Las Vegas for the local residents in the MGM fire and to West Point, N.Y., and Washington to cover a returning hostage.

**KSTP-TV Minneapolis-St. Paul** is currently tracking the trans-Pacific journey of a hometown mariner, Gerry Spiess, from Long Beach, Calif., (he departed on June 1) to Australia. In 1979 Spiess made a trans-Atlantic voyage in the same homemade 10-foot craft he is sailing on this trip. After completion of the first trip, Hubbard Broadcasting Co. (licensee of KSTP-TV) President Stanley S. Hubbard was so impressed that he offered to equip Spiess's vessel, *The Yankee Girl*, with a sophisticated communications system for the trip across the Pacific. The system, which the station helped install, includes radio and color camera and video tape equipment for Spiess's use.

The six-month odyssey will take Spiess to Hawaii, American Samoa, Tonga and Australia. The station is tracking the Spiess position daily.

Last February, a transformer explosion and fire at a state government office building in Binghamton, N.Y., released deadly chemicals. **WBNG-TV Binghamton** news photographer Ed Adams caught footage of the early morning blaze, coming into contact with contaminated materials. He had to undergo blood tests and bury the clothes he was wearing at the time. In ensuing months, WBNG-TV covered many angles of the story including health effects on cleanup crews, lawsuits arising from the fire, new techniques for future cleanup in similar situations and delays in state projects caused by loss of files. Currently the station is preparing an hour-long public affairs program concerning the state office building fire.

With the baseball strike imminent, **WMAR-TV Baltimore** sent a crew to New York to cover the management-player negotiations on a full-time basis. On the night before the walkout the station aired a satellite remote from Seattle where the Baltimore Orioles player representative talked about the impending walkout.

**Kvos-TV Bellingham, Wash.**, has established a permanent news bureau in Canada. A reporter and cameraman, both Canadian citizens, cover news in lower British Columbia. A courier brings raw video footage and reporter voice-overs across the border to the U.S. office each day where the stories are edited for airing that evening.

With the mayor and nearly all the city council up for re-election in **Omaha**, **KMTV-TV** invited all the winning candidates to the studio for interviews after final returns were in. Since some of the races were close, both candidates showed up to await the final tallies at the station. With all the votes in, and the losers admitting defeat, the station captured the first picture of the new city council and mayor as they assembled at the studio.

One of the bigger stories in **Baltimore** last year was the presidential debate held there. **WBAL-TV** had its specialist reporters in action with on-the-scene coverage, political perspective from correspondent and former Baltimore county executive and gubernatorial candidate Ted Venetoulis, plus a look at the League of Women Voters setup and its secret negotiations with Jimmy Carter.

Using the same specialist coverage, the station devoted an hour newscast to the first anniversary of Harborplace, a waterfront development project in downtown Baltimore. The station profiled the developer, looked at what the first year business did for the merchants and talked to people who "don't" shop there. WBAL found the local angle for international and national stories. It followed a Maryland congressman's journey to El Salvador, chronicling his trip, and gained an interview with President Duarte. The station also followed a local psychic and a psychodrama teacher who traveled to Atlanta



1



2



3



4



5



6

**Diary of a hostage drama.** As a WCPO-TV Cincinnati reporter and photographer were about to enter the station at 2 a.m. last October, a gunman forced them to take him into the building. He demanded to make a statement on the air, but because there was no one to operate the studio camera, he settled for a taped interview. **1.** Reporter Elaine Green interviews gunman, James Hoskins. He tells her he has just killed his girl friend in a nearby apartment. **2.** SWAT team prepares to enter girl friend's apartment after report from Green that it was wired with explosives.

**3.** Just after 8 a.m., the station, using one remote unit in a parking lot, goes on the air with a live report. **4.** After the gunman released Green, the cameraman and other station employees who had wandered into the station, the SWAT team views the taped interview, with news director Al Schottelkotte in foreground. **5.** Cincinnati police guard holds back reporters after police stormed station. **6.** Inside station, police find Hoskins had committed suicide. Schottelkotte provided live report from newsroom as police began examination of body.

# A FEW MORE SHINING EXAMPLES OF EYEWITNESS NEWS AT ITS BEST.



This year, Eyewitness News is proud to have won several prestigious honors.

First there was the nationally coveted duPont-Columbia Award, presented for the remarkable expose, "The Accident Swindlers." Resulting from a joint investigation by Eyewitness News and the Chicago Sun-Times, "The Accident Swindlers" also did well at this year's Emmy Awards, winning in the category for outstanding news specials.

Another winner, this time in the sports department, was a memorable tribute to a local legend, "Veeck: Of Hits, Runs, And An Era."

## EYEWITNESS NEWS

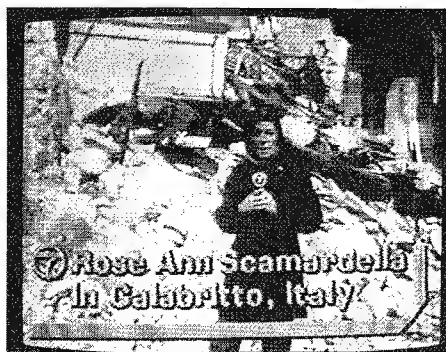


### WLS-TV, CHICAGO

© 1981 American Broadcasting Companies, Inc.



**More international coverage.** WIVB-TV Buffalo (1) reporting from Poland, WABC-TV New York reporting on Italian earthquake and WBAL-TV



Baltimore's political correspondent Ted Venetoulis interviewing El Salvadorian president Duarte.



to help with that city's child-murder investigations.

With many Italian residents in **Rhode Island**, **WJAR-TV** Providence went to cover the earthquake that rocked southern Italy in December. Reports focused on the extent of the tragedy and efforts, including those locally, to relieve the suffering. When the news team returned, a half-hour documentary was produced to sum up the story.

Other news coverage included the America's Cup yacht race between Providence and Newport. The first day, **WJAR-TV** sent the entire news anchor team to the site for live reports. Reports from land, sea and the air continued throughout the competition with the race's conclusion shown live. Also shown live was the conclusion of the longest minor league baseball game in history, between the Rochester Red Wings and the Pawtucket Red Sox. The end of the suspended game came in the 34th inning and was broadcast live by the station.

It is not often **Philadelphia** wins a baseball pennant and **WPVI-TV** celebrated the occasion last fall with three hours of live daytime programming to cover the victory parade. The station had aired reports from Kansas City of the victory. Other spot news coverage included on-the-scene reports of the Reagan and Pope assassination attempts, the hostage release in West Germany, and coverage of the space shuttle and Atlanta killings.

Among the spot news efforts made by **WCKT-TV Miami** this past year were reports when strict controls on water usage went into effect in south Florida. The day of the order, **WCKT** aired a two-hour special with live reports of water workers turning back pressure, coverage of drought related fires in the Everglades and interviews with local officials on the water problem. Film footage also came in handy for **WCKT**. In its extensive coverage of the space shuttle mission—including 1,300 man hours, and a \$10,000 budget—it shot a week's prelaunch taping at Cape Canaveral. During a mock countdown before the flight, a workman was killed and **WCKT** found it had interviewed the victim earlier as it prepared its reports.

File footage was also used by the Oc-

cupational Safety and Health Administration in its investigation of a condominium collapse that killed 11.

Like many other stations **WBTB-TV Charlotte, N.C.**, had hostages with homes in its viewing area. But an interview with one hostage from Weisbaden produced the first hints of the torture the hostage endured. The station followed with reports on hostage William Belk's return and on his adjustment to freedom.

The controversy over licensing a nuclear power plant in Diablo canyon has raged for years. **KCOV-TV Santa Maria, Calif.**, covered test licensing hearings in May and aired two special reports. The crew talked to both sides involved in the issue, plus experts from the Nuclear Regulatory Commission and the governor's office.

Mount St. Helens was still in the news for many Northwest television stations including **KIRO-TV Seattle**. It broadcast



several minor eruptions live, microwaving transmissions via helicopter.

The chopper was on the scene in three minutes for another news event, a prison riot at Monroe State Reformatory, sending reports back live.

The station has also covered the three-month session of the state legislature, the Pope in Alaska, guilty verdicts against several state political officials on racketeering charges, and the University of Washington's Rose Bowl trip. One addition to the news has been the institution of *Close-Up*, a 15-minute examination of the top story of the day at 11:30, opposite ABC's *Nightline*. The station has examined the problems of Vietnam veterans, the Seattle

film festival, the state legislature and a cure for herpes. The station says it's tied with *Nightline* in the latest ARB ratings.

When news of the earthquake that shook southern Italy last November reached **New York**, the switchboard at **WABC-TV** there was swamped with calls from the city's large Italian-American population. The station sent anchor Rose Ann Scamardella to Naples and the surrounding countryside to provide first-hand coverage. For almost a week, she reported on the disaster via satellite. **WABC-TV** later aired a half-hour documentary during prime-access time. Three months after the quake, Scamardella went back to Italy for a follow-up which aired in a five-part series.

Within hours after an Eastern Airlines flight from New York to Miami was hijacked, **WABC-TV** sent a reporter to Miami. After the plane was forced to land in Cuba and the hijackers disembarked, the flight resumed its initial course and landed in Miami. **WABC-TV's** reporter interviewed the passengers about their ordeal, taped their reunions with relatives in the airport and talked to FBI agents on the scene. The crew returned to New York in time to edit the videotape and air it on the evening news.

On the scene to welcome the American hostages in Weisbaden, West Germany, was **WJBK-TV Detroit's** reporter Joe Glover. Glover spent many hours in the hospital at the Rhine-Main Air Force base, where he interviewed the hostages.

When Connecticut Governor Ella Grasso died, **WVIT-TV New Britain, Conn.**, was there to provide its viewers with continuous coverage of the funeral events. Four live cameras were set up at the state capitol where Governor Grasso was to lie in state; five live cameras were placed at the cathedral where funeral services would be held. For coverage of the funeral procession, the station placed a camera on the top of a hotel along the route and three more cameras at the cemetery. On the day of the funeral **WVIT** broadcast four hours of uninterrupted coverage of the funeral procession, funeral mass, and the burial. The complete coverage was broadcast live by Connecticut Public Television, which added signing for the deaf.

# How To Build A Successful Network: Start With A Successful Station.

WPIX built Independent Network News on a strong foundation.

A station with a proven record of excellence.

After only one year, Independent Network News is seen on 57 leading independent stations nationwide.

While WPIX continues to earn more and more important honors for serving our home community with distinction.

The February Nielsens say *over 22 percent of the nation* sees our nighttime Independent Network News in a month.

And we're starting a brand new Midday Edition on October 5.

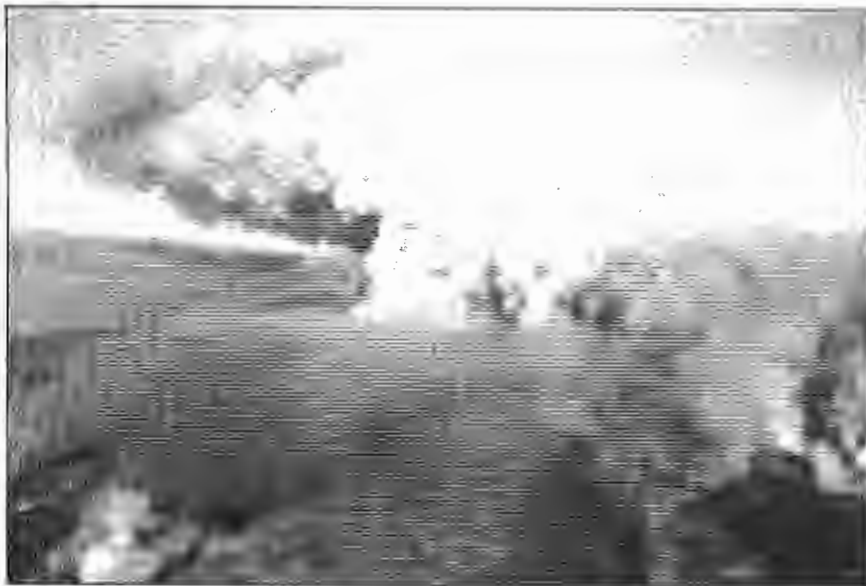
Our local broadcast editorials just won the New York State Broadcasters Association award for excellence. For the eleventh time in twelve years. In competition with the five biggest flagship stations.

And our sensitive study of the retarded—"Flower Hospital: A Special Kind of Love"—received yet another major Association award this year, as the best Public Affairs program.

WPIX. Independent Network News.

The apple doesn't fall far from the tree.

**Independent Network News**  
**WPIX New York** 



**Burning grapes.** KRON-TV San Francisco covers the Napa Valley fire.

With the aid of its helicopter, **KRON-TV San Francisco** has been on the scene quickly for two recent Bay Area fires. At a downtown fire, one KRON van was on the scene before the fire crews arrived. Five cameramen, including one in a helicopter filming the building's evacuation, covered the blaze. One cameraman managed to get on the floor where the fire started, filming firemen searching for trapped people and extinguishing the blaze.

The helicopter also proved useful in delivering breaking reports on a fire in Napa Valley. Five crews covered the blaze that continued for four days, destroying 30,000 acres and causing millions of dollars in property damage. Two of those days, KRON anchored its late afternoon newscast from the fire site. Other spot coverage included the arrest of the "trailside murderer," the flight of the space shuttle and a 70-person, nine-minicam effort on an annual marathon.

The home of the Independent Network News is **WPIX-TV New York**, but the station also produces local and national news shows. One of the segments on the local show, an interview with Jean Harris during her White Plains, N.Y., trial, won a local Emmy.

Live reports from both political convention floors and from Washington for the inauguration and the return of the hostages highlighted **WTMJ-TV Milwaukee's** coverage in the past year. A six-member crew with two cameras, two editing stations and remote equipment to switch sites was used.

**WCYB-TV Bristol, Va.**, went full tilt on election night. The station's entire news staff plus 300 extra workers covered more than 200 precincts in a seven-county area. A special election set was designed to display the work of telephone tabulators.

Part of **WAPT-TV Jackson, Miss.**'s coverage was of Congressman Jon Hin-

son's arrest on moral charges and his subsequent resignation. During the 1981 city elections, WAPT provided live remotes from two separate locations plus studio interviews with the candidates.

The assassination attempt on President Reagan became an even more important local story for **KMGH-TV Denver** when it was discovered the prime suspect was a resident of Evergreen, a town just outside Denver. The station went live to John Hinckley's home, getting the statement from the family attorney that he had had a history of mental disturbance. A local pawn shop called the station to say Hinckley had recently been there and that led to other people who had recently dealt with Hinckley.

The station also had its hands full in covering a mine disaster at Redstone. With the mountain terrain making microwave transmission impossible, the station sent its helicopter to cover the story. Shutting crews, KMGH followed the three-day rescue attempt, interviewing one of the survivors in a local hospital. The station covered the memorial services for the 15 dead and coroner's inquest into the tragedy. The day the bodies of the 15 miners were being brought out, a midair

collision, which took the lives of 15, broke a half hour before the nightly newscast, slated to be dominated by Redstone coverage. The station dispatched two ENG crews, one to the wreckage scene and the other to the local hospital where one of the two surviving parachutists in the one plane recounted the collision. KMGH's followup investigative report into the causes of the accident became part of the record at two days of public hearings into the accident.

One of the eyewitnesses to the attempted assassination of the Pope was **WXYZ-TV Detroit's** Lowell Newton. Newton was in St. Peter's Square and was interviewed by WXYZ anchors, giving a description of a second gunman fleeing the scene.

WXYZ's helicopter was on the scene when rioting broke out in a prison in Jackson, Mich. The chopper provided live pictures from above the prison and later was used as a microwave relay platform for ground crews sending reports back to the studio in Detroit.

The flight of the space shuttle provided many local angles for **WCMH-TV Columbus, Ohio**. Astronauts John Glenn and Neil Armstrong are native Ohioians, and some of the research and contractual work on the shuttle was done in Ohio. The station went to Cape Canaveral in Florida to cover the launch.

The candidacy of hometown boy George Bush kept **KTRK-TV Houston** attuned to the campaign trail throughout the 1980 presidential campaign. The station covered Bush and John Connally through the primary, and carried a debate between Bush and President Reagan on the eve of the Texas primary. The station had live coverage, shared with **WFAA-TV Dallas**, from both political conventions.

**WPTV-TV Palm Beach, Fla.**, acquired a Bell Jet Ranger helicopter last year. The chopper's greatest usefulness has been as a means of quick transportation to and from news sites. The helicopter has also been used extensively by public service agencies.

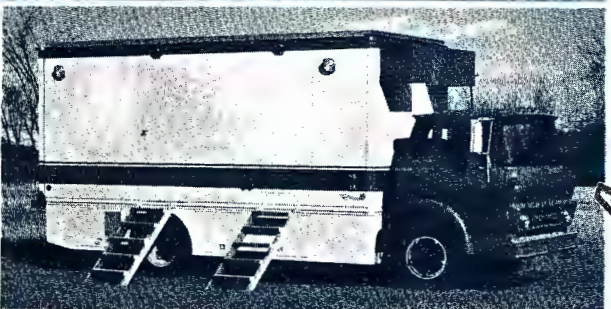
The station has made a major effort to prepare for the upcoming storm season. During 1979's Hurricane David, WPTV



**Where the action is.** KWTv-TV Oklahoma City's helicopter goes where the storm action is beaming back to the station footage of approaching storms and tornadoes. The station also has the Dopplar radar device that detects developing storms.

# rugged, cost effective vans...

## Philips equipped.



Photos courtesy Wolf Coach (Models A, C, D); Shook Electronics (Model B)

If you want the best mobile... for the best price... and with the best equipment... start with Philips.

These 4 standard fully equipped mobiles will consistently and reliably produce the quality you require for prime time and network feeds.

Selectively equipped with rugged, reliable equipment including:

- Philips LDK14S ENG/EFP cameras, or LDK5B triax or LDK25B multicore remote/studio cameras, or Philips' new LDK44 ENG/EFP cameras,
  - ADC or CDL switchers,
  - portable or rack mount 1" C type VTR's...
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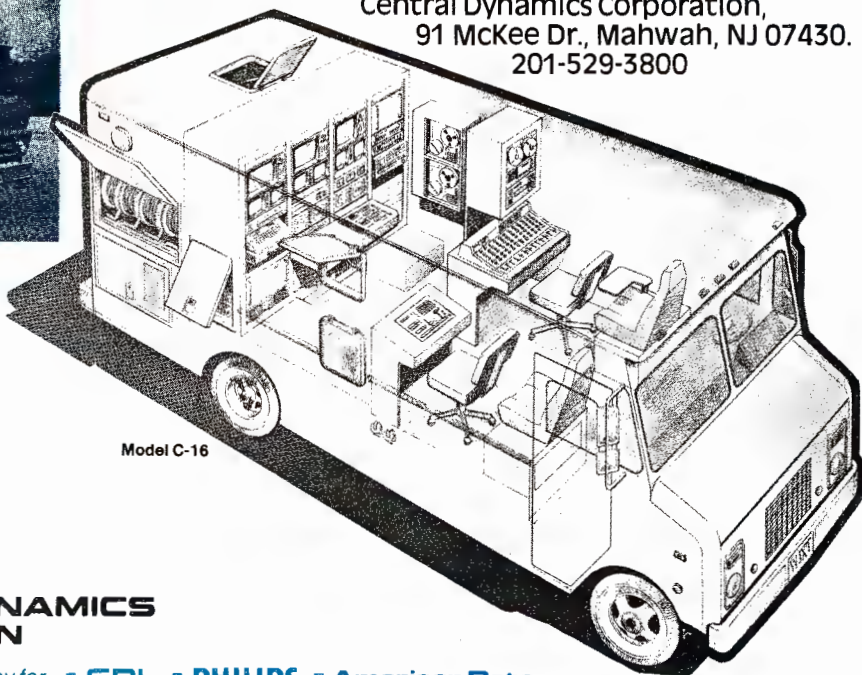
**A-10:** 10-11' production area, 1-2 cameras, 1 portable VTR, audio mixer, video switcher, audio cart recorder, and ancillary equipment.

**B-14:** 12-14' production area, 2-3 cameras, 1 studio VTR, audio console, production switcher, audio cart and reel/reel recorder, intercom, and ancillary equipment.

**C-16:** See illustration to right. 16-18' production area, 2-4 cameras, 1-2 studio VTR's; other equipment similar to B-14.

**D-22:** 18-24' production area, 3-6 cameras, 1-3 studio VTR's, A/V routing switcher, 2 audio cart recorders, telephone system; other equipment similar to B-14.

Model C-16



**CENTRAL DYNAMICS CORPORATION**

The U.S. Broadcast Company for ■ CDL ■ PHILIPS ■ American Data

claims to have been the only area station to have stayed on the air throughout the storm.

Among the news events covered by **WDVM-TV Washington** were the return of the hostages (the station's crews worked up to 20 hours a day for four days); the demonstration by pro- and anti-Khomeini Iranians in Washington that erupted in violence when the two marches crossed paths; the Reagan assassination attempt, and early reports that suspect John Hinckley had sent letters to actress Jodie Foster expressing motives for his attempt to kill the President.

The Italian earthquake was covered on two

fronts by **WJAR-TV Providence, R.I.**—on the scene in Italy and back home in Rhode Island. **WJAR-TV** sent John Sweeney to Italy for five days to cover the disaster while reporter Doug White interviewed Rhode Island residents whose friends and relatives were victims and survivors.

**WTAJ-TV Altoona, Pa.**, covered with great interest the Reagan administration's proposed sale of Conrail, the federally subsidized rail system, to private rail lines. Conrail is one of the Altoona area's largest employers. The station went to Washington in April to cover a planned protest march by thousands of concerned Conrail workers. Reports were phoned back to Al-

toona while footage from CBS was used.

**WTAJ-TV** also covered a state proceeding examining various health and safety hazards at a boarding home for the elderly near Altoona. The home is now out of business. In a follow-up series, entitled *What to do with Grandpa*, the station looked at various alternatives for care and housing of the elderly. The series has been nominated for a duPont Award in the documentary field.

**Wis-TV Columbia, S.C.**, also had a local hostage angle: Columbia resident William Belk was one of the 52 Americans who endured the 444-day ordeal. The station covered his return and obtained an interview with Belk's wife, who up to the time of Belk's release had been hesitant to talk to the media. His return was covered live from the time he arrived at the local airport through an emotional news conference that afternoon.

The station also staffed both national conventions and provided viewers with computerized election coverage during both the primary and general election.

Public television station **WGBY(TV) Springfield, Mass.**, provided three hours of live coverage of area races and statewide referendums during last November's election night. More than 70 volunteers helped gather election results throughout the region. Guest experts provided commentary.

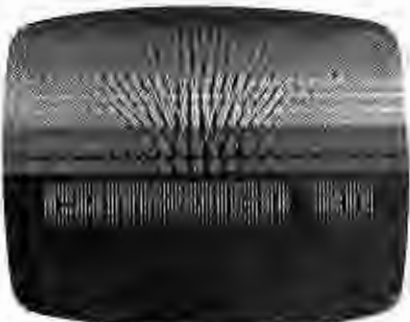
The coverage by **WXIA-TV Atlanta** of a day care center explosion won that station regional RTNDA, Emmy and SDX awards, among others. The station used ENG microwave vans and a Tabern microwave helicopter to cover the story and provide background.

Not only did the Georgia Bulldogs turn up a winner on New Year's Day in the Sugar Bowl, so did **WXIA-TV**. The station sent a 14-member crew to New Orleans to cover the five days of festivities leading up to the game. **WXIA-TV** broadcast live from various locations, including Bourbon Street, a Mississippi riverboat, and the Superdome. Four portable microwave systems were utilized, along with two Sony edit-pacs, portable switcher and audio boards. Cable had to be strung up 17 stories of the Fairmont hotel to feed the AT&T microwave hop back to Atlanta.

While covering a major league baseball game between the Cincinnati Reds and the Atlanta Braves, **WLWT-TV Cincinnati**, recorded the drama of a young fan, who in attempting to retrieve a foul ball, slipped and hung onto a rail by his hands, 40 feet above the stands below before he was helped to safety.

When Richard Nixon came to town for a GOP fund raiser, **WTVN-TV Columbus, Ohio**, carried his speech live, before President Reagan's economic address. The station also covered the tornado that killed four in Cardington with a 30-minute news special and traveled to West Point, N.Y., to cover the return of a Columbus native.

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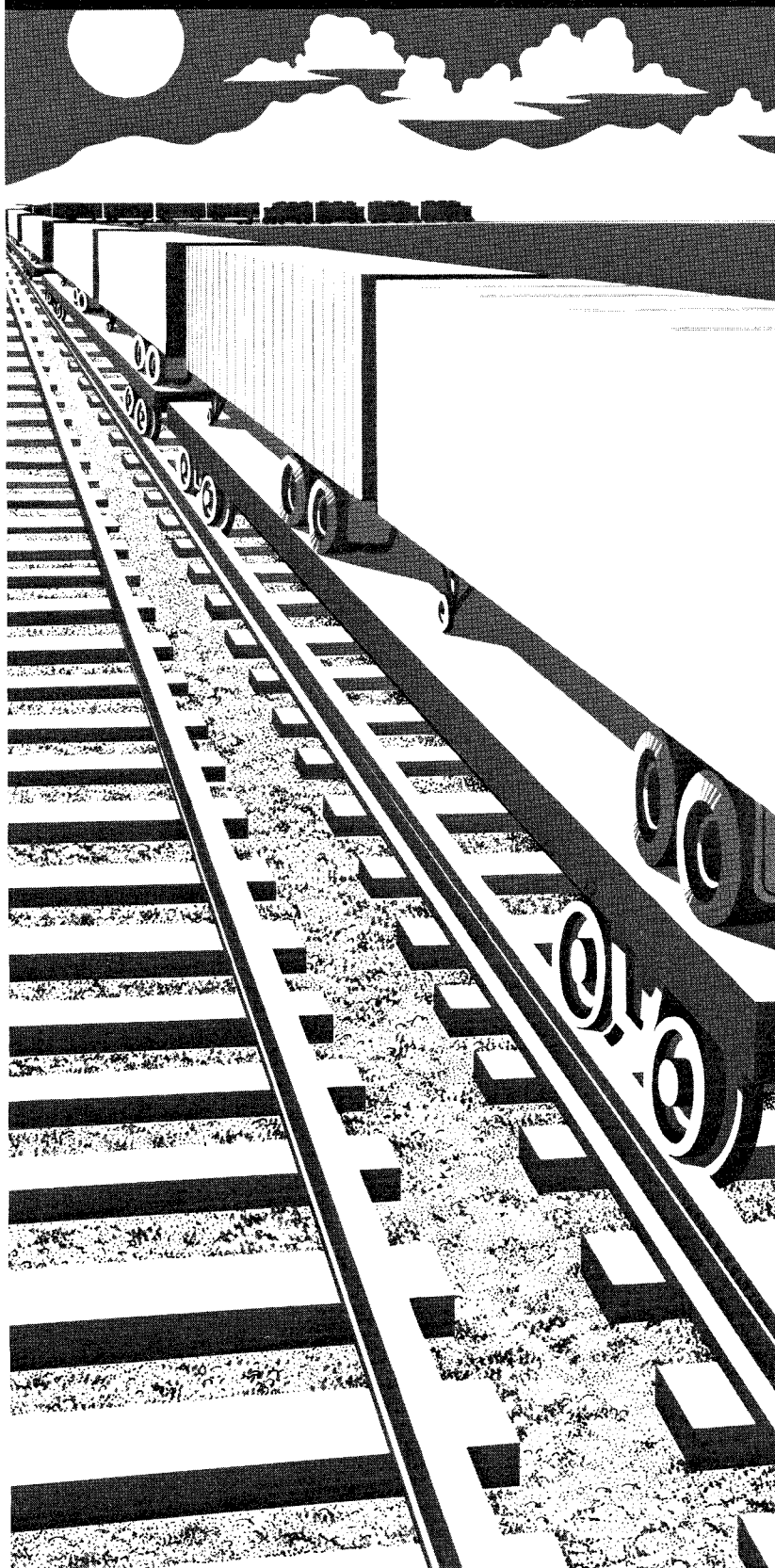
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America's freight railroads carried more than 3,000,000 piggyback truckloads last year —and never left a pothole.



**Helping hand.** WLWT-TV Cincinnati caught this baseball fan as he attempted to catch a foul ball, slipped and hung on to the railing before being pulled to safety.



**Explosion.** WAST-TV Albany, N.Y., was on the scene when this oil storage tank exploded.

With the explosion of portions of **Louisville, Ky's** sewer, **WHAS-TV** swung into action. The station aired 27 live cut-ins throughout the day, updating the situation and alerting city residents about a chemical that seeped into the system and caused the explosion. That evening the station expanded the nightly news to an hour to sum up the day's events.

**WOWT(TV) Omaha** was one of the smaller-market stations that sent reporters to West Germany to cover the return of the American hostages. Two natives of Omaha were among the hostages and the station had been doing reports on their relatives for months. Reports were sent via satellite and telephone of their arrival and stay in the hospital in Weisbaden. When the ranking hostage of the two returned to Omaha, his speech was covered live in the afternoon and was the subject of a special that evening.

□

*The New Jersey Nightly News*, a co-production of noncommercial **WNET(TV) New York** and the four New Jersey public television stations, aired extensive coverage of the state gubernatorial primary campaign. The network aired over 30 hours of coverage that included a two-and-a-half-hour special on election night. Over 100 reporters, cameramen, producers and technicians in 11 locations put together the election-night coverage. Six campaign headquarters were covered live, while

three others were covered via videotape. At Trenton headquarters eight computers aided in the on-air display of voting results. The pre-election night coverage included public affairs shows with some of the candidates plus features on other aspects of the election.

When a suspect in the Atlanta child murders was arrested in June, **KNTV(TV) San Jose, Calif.'s** reporter Judy Peterson was in Atlanta. Her reports fed to the station by ABC, allowed KNTV viewers to have a local reporter on the scene of a major national story. The station's news team was also on the scene at Edwards Air Force Base when the space shuttle Columbia landed. The team spent two days at Edwards and fed reports back to the station, using ABC lines.

□

When a Cleveland resident wanted to go to New York to meet her sister from Turkey, whom she hadn't seen in 14 years, **WEWS(TV) Cleveland's** Newsplane 5 not only got her there, but brought both women—and the story—back. To improve its spot news coverage, WEWS has leased a twin-turboprop Aerostar plane, enabling the station's news team to travel farther to get a story and get it back the same day. WEWS's sports director, Gib Shanley, used the plane to fly to Yankee stadium in New York for the start of the Indians-Yankees series, and was able to get highlights of the game back for the 6 p.m. news.

□

On the scene in Northern Ireland this spring was **WEWS-TV's** 87-year-old commentator, Dorothy Fuldheim, who sent back reports and commentaries by satellite. She interviewed leaders from both sides and reported on the general unrest in Northern Ireland. WEWS is sending Fuldheim to cover the wedding of Prince Charles and Lady Diana.

□

After President Reagan was shot, anchor Doug Adair of **WKYC-TV Cleveland**, flew to Washington and filed reports at 11 p.m. the night of the shooting. Adair was also one of the first to interview Frank McNamara, one of the men who jumped on suspect John Hinckley after the shots were fired. And when the American hostages arrived in Washington, Adair was there, reporting live for the 6 and 11 p.m. newscasts.

WKYC-TV anchored both its 6 and 11 p.m. newscasts live from the Cleveland Convention Center when the presidential debates were held there.

For **Chicago**, which has the largest Catholic archdiocese in the country and the second biggest Polish population outside of Warsaw, the attempted assassination of Pope John Paul II caused a great impact. **WMAQ-TV** there sent an anchor to Rome where he met one of the station's producers who was vacationing in Europe. The team used the crew of NBC, owner of WMAQ-TV, to send local reports back to Chicago.

The Ronald Reagan shooting was also tabbed a local story for Chicago because Reagan, Press Secretary Jim Brady and Secret Service agent Tim McCarthy, all wounded, were originally from the area. The station sent a reporter and crew to Washington to cover the story.

When WMAQ-TV became aware the hostages had been released, it sent news crews via helicopter to hostage families living in the Chicago area. The station also sent a crew to West Point.

Because of Chicago's large Irish population, many in WMAQ-TV's viewing area were especially interested in the hunger strike of IRA prisoner Bobby Sands. The station sent a reporter to Ireland to cover Sands' impending death. After he died, the reporter stayed to follow the aftereffects.

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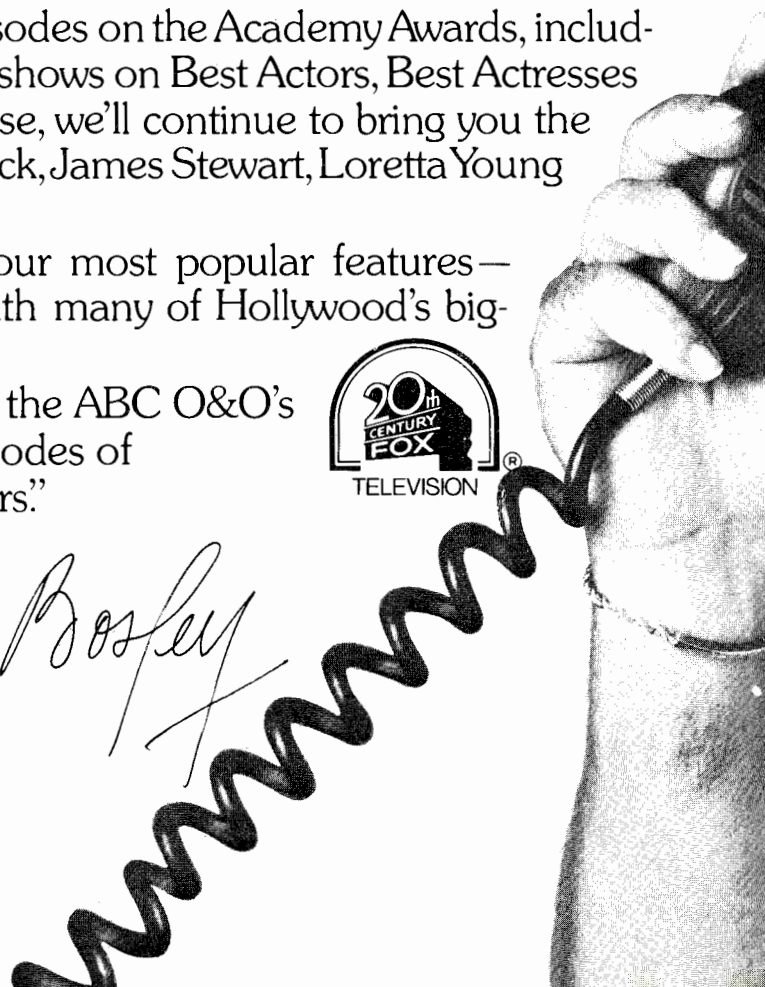
"We're featuring special episodes on the Academy Awards, including The Stars Oscar Forgot, and shows on Best Actors, Best Actresses and Best Pictures. And, of course, we'll continue to bring you the greats—Bette Davis, Gregory Peck, James Stewart, Loretta Young and almost a hundred more.

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## Public Affairs

Public television station **KQED(TV) San Francisco**, faced with growing budget deficits, canceled its 12-year-old news show, funneling the money to a new public affairs commitment. One of the shows it produced, *Broken Arrow: Can a Nuclear Weapons Accident Happen Here?*, reviewed previously unreported nuclear weapons accidents and won numerous awards. During the investigation, government officials had detained the reporters working on the story and confiscated their film. Other documentaries that KQED has

produced included one on proficiency testing, designed to help parents discover if children are having school problems during the school year before they flunk in June, another on using punishment as a deterrent to crime and one exploring the disappearing farmland in the bay area. Other staples of the public affairs fare at KQED include *Crossroads*, a look at California issues; *Update*, coverage of stories in El Salvador and Cambodia; *KQED Reports*, its regular public affairs show, and *Notes*, which takes a look at the arts, science and medicine.

One of the public affairs presentations on **WLWT-TV Cincinnati** is *Women USA*. The

show has brought in national experts to discuss changing roles, career help and tradeoffs of success. The three-hour series includes questions from a live studio audience.

In **Springfield, Mass.**, **WWLP(TV)** investigated an operation by a doctor that cures nearsightedness. The doctor had learned the controversial technique from a team of Russian doctors. After airing videotape from some of the operations the station received many calls from those afflicted with nearsightedness. A check six weeks later found the surgery on all the patients was a success.

**Wis-TV Columbia, S.C.** and the College of Criminal Justice at the University of South Carolina jointly produced a two-part public affairs program examining crime in that state and efforts to combat it. A poll was conducted to determine the level of fear of crime. The results of that poll were aired during the first part of the series along with interviews of criminal justice experts. Part two presented a test on the criminal justice system. Viewers participated by using an answer sheet that was printed in the local newspaper.

Wis-TV conducted a number of polls throughout the year on many subjects including constitutional amendments, strengths of various political candidates, abortion, equal rights, inflation and foreign policy.

Consumer and self-help segments rate big at **WJKW-TV Cleveland**. Several features revolved around consumer information. *To Save a Life* detailed how to handle choking, smoke inhalation, heart attacks and other traumas that would require emergency first aid. Another segment on housing went through procedures in buying homes and getting a manageable mortgage.

Following a national documentary on child abuse, **KHON-TV Honolulu** produced a half-hour panel discussion on the subject, bringing in local officials, psychologists and child protection agencies. Another public affairs show looked at crimes perpetrated against visitors in Hawaii and what effect they are having on tourism.

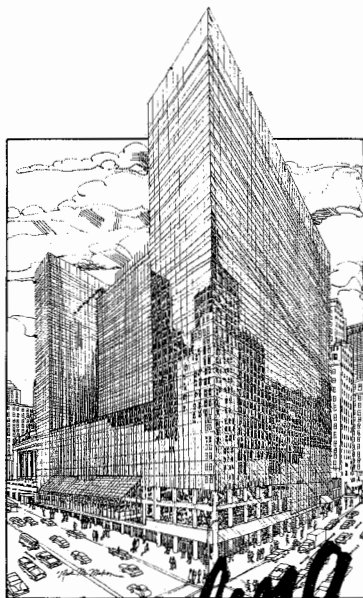
Members of the **WLYH-TV Lancaster, Pa.**, news team were on hand at three local shopping malls to aid residents in voter registration for the November 1980 team members featured in public service announcements which explained the registration process.

The station is currently involved in an effort to inform viewers of the potential water shortages in the south central Pennsylvania area. At least once a week a special "Action News Water Watch" report is produced to highlight the problems of an individual community.

During the past year, WLYH-TV has produced a series of *Action Newsmakers* programs which feature exclusive interviews

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and discussions with top names in the news. Another public affairs effort, *Your Senators' Report to Pennsylvania*, features Senators John Heinz and Arlen Specter cast in the roles of interviewers. Their first guest was Vice President George Bush.

Public TV station **WTVS(TV) Detroit** produced a series of five half-hours on the automobile industry last May, airing in the station's nightly talk show, *Dennis Wholey's Journal*. The program was sent out via satellite to PBS stations nationwide. On consecutive nights, Chrysler, American Motors, Ford, General Motors and Volkswagen of America presented two of their cars (featured in the studio) while host Wholey interviewed representatives of the companies. Viewers were invited to phone in questions during the live broadcast.

"Remote Control," produced by **WJCT(TV) Jacksonville, Fla.**, is an audience participation series that tackles community issues in a debate format. The program is taped in front of a live audience—consisting of special interest groups invited to attend the taping, others who may have heard of the production beforehand and people who just happen to wander by—in shopping malls, community centers and other public areas. Subjects—such as unemployment, public housing and defense—are selected several months in advance and assigned to a line producer to research. The production crew consists of

three field camera operators, a crew chief who doubles as a floor director and lighting supervisor, an audio operator and two engineers.

**Florida Focus**, a weekly magazine produced by public station **WMFE(TV) Orlando, Fla.**, examines local and often controversial issues. Two stories recently took Orlando's Walt Disney World to task for injuries sustained by visitors in that theme park and on the park's political influence concerning a deal where the state of Florida would build a highway interchange to service a new amusement project it is planning.

*The Displaced Homemaker*, produced by **WPHL-TV Philadelphia**, was developed to help meet the special needs of women who have spent most of their adult lives as homemakers but due to divorce, death of spouse or separation must enter the job market. The program's creator, Dorie Lenz, community affairs director at WPHL-TV, received the Sarah award, given for the presentation of women's issues in the media, by the Philadelphia chapter of Women in Communications Inc.

*It's Your Money*, a **WKEF(TV) Dayton, Ohio**, weekly consumer segment, uncovered a buyers club scam where consumers were putting up money and not getting baby furniture they were entitled to. The matter was brought to the attention of the local prosecutor and the firm

involved skipped town. *It's Your Money* looked at a variety of topics of interest to consumers, including grocery prices and the high cost of dying.

**Market to Market** has been a mainstay of the public affairs efforts of the **Iowa Public Television Network**. Two weeks before John Block was named secretary of agriculture, IPBN had profiled the Illinois agricultural director. The week of his nomination, *Market to Market* outlined the key role Senator Robert Dole (R-



Kan.) was going to play in the nomination process as head of the Senate Finance Committee.

**WTAE-TV Pittsburgh** declared last July 4, 1980, Vietnam Veterans Day. In coordination with the *AM Pittsburgh* show, the staff prepared reports on the problems Vietnam veterans face. The station opened the phone banks on July 4 and handled approximately 1,200 calls through the day, offering immediate assistance to veterans and others who called about problems. The station repeated the project this year.

Public television station **WGBY(TV) Springfield, Mass.**, produces a weekly magazine called *Page 57* (the station operates on channel 57) which addresses a variety of topics such as fuel economy for homeowners and overcrowding at the country jail. The show was nominated for a Boston/New England Emmy for *Forrest Park Fights Back*, a story about a middle-class community battling the first intrusions of urban blight. The station's weekly *Nighttalk* presents guests debating a local issue along with the participation of a studio audience.

The *Moore Report* has been the mainstay of the public affairs programming of **WCCO-TV Minneapolis**. This past year it looked at water quality and quantity in the coming decades, the marriage of conservative politics and the religious right and the way crime is changing America's life styles.

*Living Spaces In Dying Places* was a **WHBQ-TV Memphis** public affairs show that focused on ghetto life. The crew lived for several weeks with a family in a substandard apartment infested with roaches and rats. The report included interviews with public officials, civic leaders, ministers and street people on the frustrations felt in that environment.



*The greatest dangers to liberty  
lurk in insidious encroachment  
by men of zeal, well-meaning  
but without understanding.*

Louis D. Brandeis



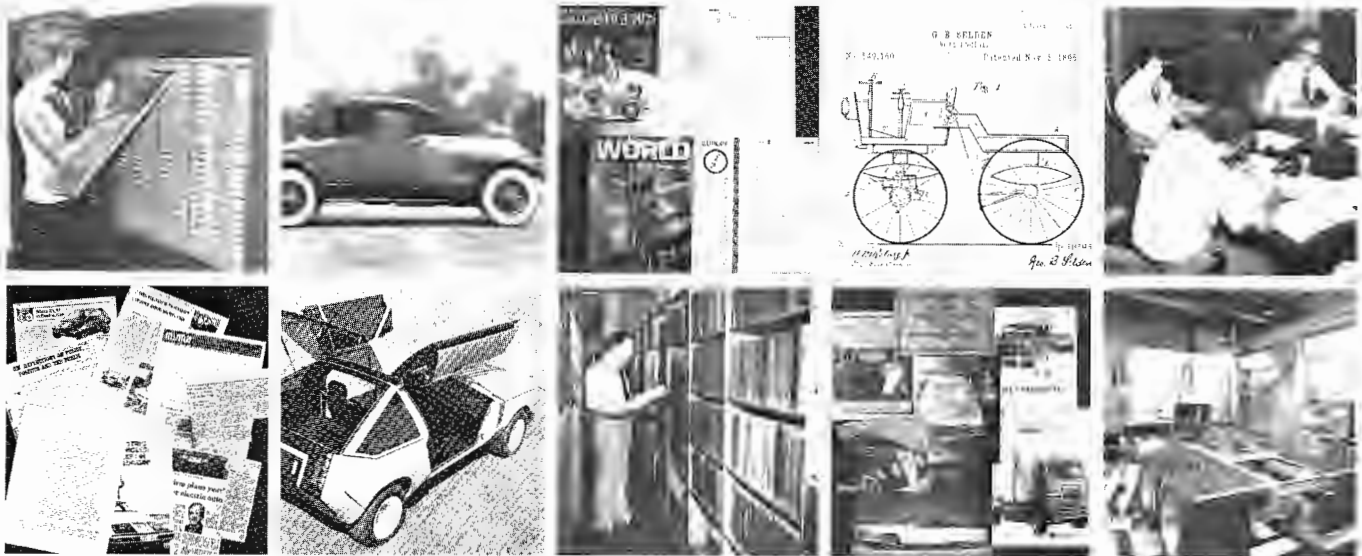
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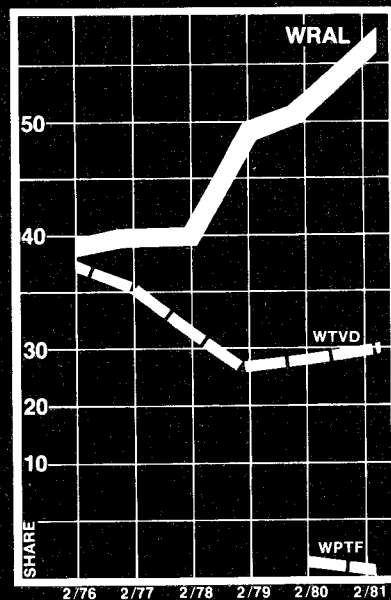
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**Meeting the secretary.** WFBC-TV Greenville, S.C.'s Kenn Sparks completes *Great Decisions* series by interviewing Secretary of State Alexander Haig.

The pros and cons of casino gambling for New York State were explored in a live, hour-long public affairs program produced by noncommercial **WMHT(TV) Schenectady, N.Y.** "Casino Gambling: Is It a Good Bet?" was aired statewide and featured call-in questions from viewers. Moderated by Peg Breen, host-reporter of *Inside Albany*, another WMHT public affairs series, the program opened with a recorded segment outlining the economic and social issues raised by opponents and proponents of gambling, along with segments of casino activities in Atlantic City, N.J. Guests on the program were Thomas Laverne, executive director of No Dice—We Love New York Inc.; Timothy McCarthy, legislative representative for the Coalition for Casino Gaming Inc., and Peter Slocum, *New York Daily News* reporter.

□

Two California public television stations—**KCET(TV) Los Angeles** and **KPBS(TV) San Diego**—joined forces to produce a three-episode public affairs series on issues expected to be raised in the election of Ronald Reagan and how those issues would affect southern California.

Public television stations **KLVX(TV) Las Vegas** and **KAKM(TV) Anchorage** combined talents to produce a series entitled *Alaska and Nevada—Colonies in Revolt*, which addresses problems similar to both states, i.e., land policy and strategies for achieving increased state ownership and management of land. (More than 80% of the land in both states is owned by the federal government.) The first segment was broadcast live on July 23 and the second will be broadcast Aug. 27. Signals from KAKM are transmitted via Alascom (Alaska's telephone satellite network to Satcom II to PBS's western distribution center in Denver, and then transferred to a transponder on Westar I for the feed to KLVX. The Las Vegas-to-Anchorage feed was (and will be) achieved with a single hop via Westar I.

**WNAC-TV Boston's Urban Update** has expanded coverage to include Third World communities along with New England's black population. The weekly program takes a different look at the news from the minority perspective, and has won a regional Emmy for programming. It covered the national Urban League's 1980 convention and commemorated the 25th anniversary of the civil rights movement with half-hour specials on each.

□

In conjunction with the Associated Press and WHA-TV Madison, Wis. (which helped develop computer software for the project) **KCET(TV) Los Angeles** initiated a continuous feed of the AP wire service during broadcast hours over line 21 of the vertical blanking interval. The service, entitled *Newsline*, will also include AP feature material, sports scores, backgrounders and financial data.

Line 21 is now typically used for closed captioning of television programs for the hearing impaired. The software for the service is also capable of inserting local news captions and periodic identifications of underwriters and sponsors. The software will be made available by KCET to other television stations and cable systems interested in implementing a similar service.

In April of this year KCET introduced a nightly news and public affairs program entitled *KCET Newsbeat* with Clete Roberts, which covers three or four major stories each evening. In addition to general assignment reporting, each newperson associated with the program will have a beat such as agriculture, health and science, environment and energy education, labor, economics and business, and government.

As part of its ongoing experiment with teletext (based on the French Antiope system in conjunction with the CBS/Broadcast Group), KCET has introduced *NOW*, a teletext magazine service. Initially the service was transmitted to specially equipped TV sets located at approximately 15 public places. This summer approx-

imately 100 such sets are being placed in local homes. Any given page within the magazine can be summoned to the screen within about five seconds after a request is made on the key pad. *NOW* segments include the Associated Press wire service; weather; world ("a planet's worth of features"); financial trends; *Popsicle*, a segment for children, and others. *Extravision* has been designed principally to explore the technology's commercial applications.

The two-man public affairs staff of **KCFW-TV Kalispell, Mont.**, pooled station resources and produced a four-hour telethon and information program on a county-initiated Crime Stoppers Program. Twenty-one taped segments were interspersed with live discussion. Half of the segments were entertainment oriented and the others detailed various aspects of the anticrime program. Included in the latter was an interview with a police informant.

**WFBC-TV Greenville, S.C.** helped the Foreign Policy Association produce eight *Great Decisions* program series, syndicated nationally on PBS. A set was constructed in four weeks, the job being shifted to WFBC on short notice. The programs were produced in Greenville, with FPA bringing in noted speakers. The final show went to Washington to tape an interview with Secretary of State Alexander Haig.

□

With the release of the hostages, **KBTB(TV) Denver** took a look at a less welcome homecoming, the one many Vietnam veterans received. With the help of several veterans' organizations and other agencies, the station aired a Vet-A-Thon. On



Feb. 11, phone lines were open 18 hours to field questions on VA benefits, Agent Orange, health and readjustment problems and employment concerns. Live cut-ins were used all day, including the day's four newscasts. Over 3,250 calls were handled, 800 from employers with openings for veterans.

□

**Kskd-TV St. Louis** took on the hottest local topic in the past year, school desegregation, with a live, 90-minute, prime-time special the night before the order went into effect last September. The special, which explored what would happen and why, was praised by local school officials for its han-



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ding of the sensitive issue.

□

Among the public affairs offerings on **WRC-TV Washington**, was a station-produced, locally acted, prime-time special, *Your Children, My Children: A Parent's Guide To Drugs*.

The station's sponsored "Health Fair 81" providing free medical screenings to area residents received a local Emmy.

□

**WNBC-TV New York** went live with a prime-time special to air the problems of transportation, pollution and utility rate hikes for the residents of Long Island. The town meeting included 300 residents in the studio audience. Another **WNBC-TV**

show examined the life of young men and women who had spent most of their adolescence behind bars. The show included a live segment from a drug rehabilitation center in Manhattan, where juveniles who had been rehabilitated were interviewed.

**KBTX-TV Bryan, Tex.**, reports that it has made big strides in improving the quality of its weather coverage. The station worked with the National Weather Service to install official rain gauges, which are instrumental in flood and river forecasting, in and around the Bryan-College Station area. Recently, the Bryan city school district purchased weather observation equipment for use at a local elementary school.

After inspecting the equipment, **KBTX-TV** included the observations by the students in its noon weathercast. As a part of the program **KBTX-TV** weather director made periodic visits to the school to help instruct the students on the use of the gear.

Two of the public affairs offerings on **WETA-TV Washington** are *Metro Week In Review*, and *WETA Town Meeting*. *Metro Week* is a local version of PBS's *Washington Week In Review* and uses the same set to cut costs. Local journalists are brought in to discuss stories they have covered. A recent program concerned the *Washington Post's* story on an 8-year-old heroin addict that proved to be fabricated.

*WETA Town Meeting* concerns itself with local problems; crime, housing, transportation and education. Questions from the studio audience and from callers are part of the program, on which Washington Mayor Marion Barry appears every other month.

Three one-hour debates between senatorial candidates Steve Symms and Frank Church were presented on **KAID-TV Boise, Idaho**. The station has also examined the shifting power structure of the U.S. Senate in addition to following the *MacNeil/Lehrer Report* with its own local single-issue public affairs show, *The Reporters*. A studio discussion among three or four experts is sometimes accompanied by a videotape setup piece to stimulate discussion.

□

The **Connecticut Public Television Network** last year instituted a teleconference for public hearings between the state capital (Hartford) and **WEDW(TV)** Bridgeport's Fairfield studios. The hookup enables legislators in Hartford to see and converse with those testifying in Fairfield. The move proved so successful that all the 1981 teleconferenced hearings were underwritten. The network uses two cameras in the Senate chambers and a wide-screen TV to enable legislators to view participants.

□

*Visions*, a public affairs program on **WPVI-TV Philadelphia**, attempts to bridge differences between racial groups. The program has examined the white flight back into the inner city and examined black arts. Other *Visions* stories looked at the plight of the whale, the football Eagles and the island of Vieques in the Caribbean. *Prime Time* is another public affairs who show that looks for new solutions to old problems.

One of the investigative series that **KMTV(TV) Omaha** found to be successful, was a five-part series on drug abuse among children. Children, parents of drug users and local rehabilitation experts were interviewed for the report which drew numerous phone calls of support and inquiries into therapy techniques.

A 16-day, three-week series looking at the problems of local education was under-

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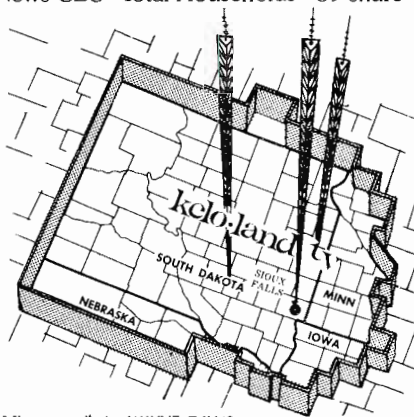
|    |                    |                  |          |
|----|--------------------|------------------|----------|
| #1 | ADI S/O - S/O      | Women (18-49)    | 47 share |
| #1 | ADI S/O - S/O      | Total Households | 48 share |
| #1 | ADI Prime Time     | Women (18-49)    | 41 share |
| #1 | ADI Prime Time     | Total Households | 43 share |
| #1 | ADI Late News      | Total Households | 59 share |
| #1 | ADI S/O - S/O CBS  | Total Households | 48 share |
| #1 | ADI Prime Time CBS | Total Households | 43 share |
| #1 | ADI Late News CBS  | Total Households | 59 share |



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Source: Arbitron Sweeps, May 1981.  
Affiliates of all three networks in equal  
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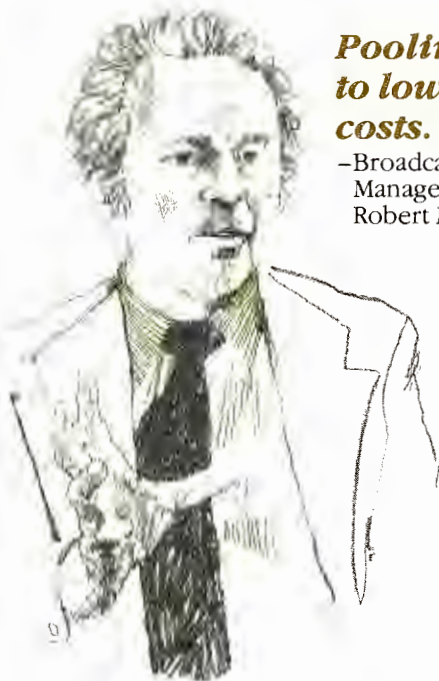
# Financial Strategies

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—Broadcast Financial  
Management Association's  
Robert McAuliffe

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The Professionals

# Media Continue to Slight Coverage of Afghanistan

By Reed Irvine  
and  
Cliff Kincaid

If a tree falls in the forest, is there a sound if there is nobody around to hear it?

Or, is there a story if ABC, NBC or CBS aren't there to cover it?

Apparently not, if Afghanistan is any guide. In the 19 months since the Soviet invasion of that country, little has been heard about the brutal war of genocide and scorched earth campaigns carried out by the Soviets against the proud Afghan people.

Little has been heard in our media about the valiant, universal resistance to the Soviets and their puppet government. What few items there have been have referred to the Afghan freedom fighters as "insurgents", "rebels" and even "Moslem fundamentalist extremists"—disparaging them as the same ilk as Khomeini's goons, unsavory characters even less desirable than the Soviets.

Reliable reports are readily available on the war in Afghanistan from resistance sources, from journalists who go in with the freedom fighters, from diplomatic sources and from refugees. Excellent still photos and film footage are to be had as well. European journalists cover the war in depth, spending months with the resistance in country—as do some American reporters, such as those from *Soldier of Fortune* magazine.

UPI, Reuters and AP do file regular stories on the struggle for freedom in Afghanistan, but the little they file is rarely even picked up by our major media.

Virtually nothing has been heard of the Free State held by the freedom fighters in the heart of Afghanistan, where the Soviets dare not tread, and which was reported by the Washington Inquirer alone.

Virtually nothing has been heard of the fact that the freedom fighters control at least 90 percent of Afghanistan, and have surrounded the capital city of Kabul, whose suburbs are almost totally controlled by the freedom fighters.

Virtually nothing has been heard of the atrocities committed by the Soviets in Afghanistan, of the mass murders of villagers, of the wholesale bombing and napalming, of the nerve gas used on helpless people and their flocks. Or of the scorched earth campaign that is denuding the Afghan soil of all forms of life: vegetable, animal and human.

To combat the tragic failure of our media to cover the war in Afghanistan, the Committee for a Free Afghanistan was formed in Washington in January. The Committee has been providing the media and private organizations with experts on the war and the wider Soviet threat in south Asia for interviews, speeches and backgrounders.

Also, a superb documentary film on the war in Afghanistan has been produced. The Committee for a Free Afghanistan will make the half hour film on the Afghan war available without charge to local TV channels and to responsible organizations, and will also provide speakers, including visiting freedom fighters.

The Committee for a Free Afghanistan's address is 721 Second Street, N.E. Washington, D.C., 20002; their number is (202) 546-7577.

*MEDIA MONITOR is a 3-minute radio commentary distributed free as a public service by Accuracy in Media. Five programs are provided each week on tape. AIM also distributes a weekly newspaper column, publishes the AIM Report twice a month, and provides speakers and guests for radio and TV talk shows. For a free sample tape of Media Monitor or for information about any AIM service call Bernie Yoh, (202) 783-4406, or write to 1341 G Street, N.W., Washington, D.C. 20005.*

taken by noncommercial **WITF(TV) Hershey, Pa.**, last November. Weekly topics included educational costs, authority in the classroom and teacher burnout. The station scheduled four meetings with educational experts, the last providing the forum for the final live telecast of the heavily promoted event.

A weekday farm show which features news and weather summaries, a community calendar of upcoming events and guests from the local farming community is a service of **WTTV(TV) Indianapolis**. Special features dealt with agribusiness.

WTTV also presented a local one-hour news-talk program—*Your Show*—that covered a variety of local-interest topics, as well as providing information on the events and activities of local service clubs and public service groups. The show also featured a call-in segment, in which viewers were polled on a question of local interest.

Recent public affairs offerings of **KSL-TV Salt Lake City's Dimension Five** series included reports on incest, delayed stress syndrome and the white supremacy movement. Another show, *Faces*, focused on children's museums across the nation and has helped in fund raising to start such a museum in Salt Lake City. The station also instituted two new news features. One, entitled *RSVP*, answers viewers' questions on the station's news production.

The public affairs show, *Focus on Arkansas*, on **KTHV(TV) Little Rock** gave a forum to the Rev. Jesse Jackson to help kick off Operation PUSH in the local education system. The operation, designed to establish pride in the school system among blacks, was aided by background reports and footage KTHV aired.

**WITI-TV Milwaukee** found immediate success with a series entitled *Know Your Rights*, which outlined a person's rights as a consumer, tenant, party in a divorce proceeding, plus the rights of children, women, veterans and the elderly. The station put together a booklet to supplement the series and distributed 15,000 copies in three weeks.

One of the additions to the **KPNX-TV Phoenix** newscast was a continuing series entitled *Wednesday's Child*. Its intent has been to help place older children, who move frequently among foster homes, into permanent residences. Anchorman Kent Dana works with state agencies, social workers, parents and children to create a public awareness and interest in the cause. KPNX also looked at new methods in treating breast cancer, and the problems local school districts encounter with population shifts.

*Northwest Gallery*, is a public affairs show that has found a successful niche a half hour before *60 Minutes* on Sunday on **KREM-TV Spokane, Wash.** It is pulling an 18 share and 35 rating, according to a February 1981 Arbitron report.



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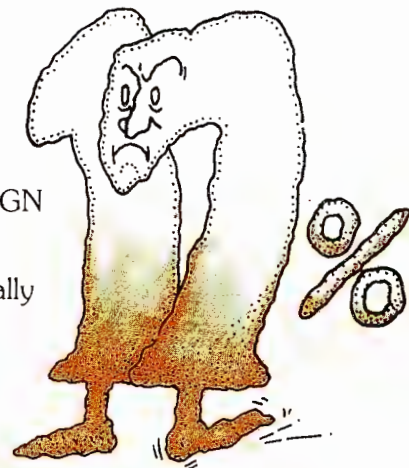
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## Investigative, documentaries

A 20-part series by **WCAU-TV Philadelphia** entitled *Crimebreakers* drew critical acclaim and positive viewer and police response. Part of the series examined a policing program at Santa Ana, Calif., that has reduced crime by 25%. Another examined local efforts to cut crime. By the end of the series, more than 30 police departments and citizen groups requested additional screenings. Two seminars with station personnel as hosts developed from the project.

Another **WCAU-TV** documentary covered the local angle of Italian earthquakes. Anchor Larry Kane traveled to Italy gathering footage that was aired in nine re-



**A score and more.** A 20-part series on crime produced by **WCAU-TV Philadelphia** was accompanied by several seminars the station hosted. Shown above is Larry Kane (l), **WCAU-TV** anchorman and Philadelphia police chief Raymond Davis with microphone.

ports last December. In less than four days Kane met 25 Italians with relatives in Philadelphia. A local bishop credited the series for helping raise \$500,000 in relief efforts.

One investigative report on asbestos caused school board action, after dangerous asbestos was discovered in classroom ceilings. The ceilings were repaired but the report caused action on the federal front. The Environmental Protection Agency changed its labeling regulations to replace the word "safe" with "dangerous."

President Reagan had company when he moved to Washington in January. **KDKA-TV Pittsburgh** dispatched a crew for the entire month of January, rented them an apartment, and received 25 daily reports from the capital. The reports focused on the change of administration and what that might mean to Pittsburgh's economy and industry. The station used Group W's Newsfeed to feed other Westinghouse stations.

**KBTB-TV Denver** carried a 13-report series on criminals and victims, crimes against person and property, small town and rural problems, and gun control. Nearly all of the station's 70 news staffers were involved in putting the special together over a month.

**WCKT-TV Miami** tracked a local attorney and a builder who were swindling low-in-

come residents. The builder would overcharge for repairs for which he was not licensed and arrange payment through a mortgage carried by a local attorney. If a payment was missed, the attorney brought foreclosure actions. One victim was an 82-year-old woman and another a couple with 10 children. As a result of the reports, the builder was fined and put on probation and the attorney dropped the foreclosure actions. The report won several awards and the case is under investigation by the state comptroller's office.

Another investigative report, airing after the nightly news, coincided with a proposed rate increase request by the local power company. **WCKT** reporters went as far away as California and New York gathering material, interviewing other power and public officials, plus examining alternative sources of energy. The travel budget for the half-hour special was \$5,000.

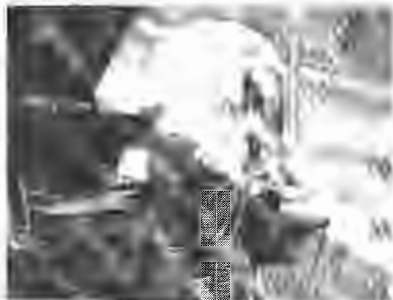
Selling used cars as new didn't get by **WHAS-TV Louisville, Ky.**'s reporting team. The *Slightly Used New Cars* segment won an Ohio State award for revealing a practice widespread in Kentucky. Corrective legislation is under consideration. Several car dealerships canceled their advertising on **WHAS-TV**.

Other investigative efforts by the station uncovered gambling and prostitution and strong-arm tactics used by police in newly discovered oil fields in central Kentucky.

*Exploiters: Children for Sale* won an Emmy for **Chicago's WMAQ-TV**. The series documented the lives of six children under the age of 16 who were drugged, beaten and forced into prostitution. In one instance, the station's hidden cameras recorded a pimp attacking an undercover policewoman who was helping a young girl escape her captor.

**WMAQ-TV** also produced a special report exploring the possibility that Chicago's street gangs of the 1960's had grown into an organized crime syndicate. *Gangs: The New Chicago Mob* also looked at the problems of gang crime from the perspectives of the street, prisons, police and victims.

**WRTV-TV Indianapolis** went undercover to videotape state employees stealing state gasoline for their personal use. A reporter and cameraman hid in weeds near railroad tracks that were 10 feet from the gas pumps. Reporter Sy Jenkins explained how the crew escaped detection: "We



**Thieves.** **WRTV-TV Indianapolis** captures state employees stealing state-owned gas.

knew hobos walked those tracks, so we tried to pass as a couple, wearing old clothing, going unshaven and carrying a bottle of Wild Irish Rose." The stakeout lasted eight days and documented five workers stealing gasoline.

The battle against the Mediterranean fruit fly, was the subject of two half-hour specials produced by **KNTV-TV San Jose**. In addition to taking an in-depth look at the fly which threatened to ruin the state's agriculture business, **KNTV** aired a number of public service announcements concerning resident fruit stripping programs and informational numbers. News 11 reporter Don Gomez traveled to war ravaged El Salvador to report on conditions in the country where refugees were pouring out of the country daily. The reports were made into a five-part series and a half-hour special, "El Salvador Diary." "Korea—The Forgotten Front line," a four-part series filmed in South Korea, examined the U.S. military presence there and included interviews with local servicemen.

**Tacoma-Seattle's KCPQ-TV**, on the air less than a year produced "The Inauguration: What Now?" That station combined taped interviews with congressmen, clips from inaugural activities, excerpts from President Reagan's inaugural address and a report on the new administration, fed by satellite from the capital, produced by **KCPQ's** co-owned **KCRA-TV Sacramento, Calif.**

"Mount St. Helens: One Year Later" was a 30-minute documentary focusing on changes in the area around the volcano since its eruption.



**Eruption revisited.** **KCPQ-TV Seattle-Tacoma** reflects on the Northwest's biggest story of a year ago.

Public Broadcasting's **KCET-TV Los Angeles** produced a half-hour documentary on the "Flying Wing," a bomber designed by famed aviation engineer John K. Northrop that was selected by the U.S. Air Force as the replacement for the World War II B-29. The program explained how the Air Force suddenly canceled its contract for construction of a fleet of Flying Wings and ordered that all existing ones be destroyed. The program offered answers surrounding the Air Force's actions and posed questions about the possible damage inflicted upon America's military aviation development as a result of the cancellation of the bomber. It also

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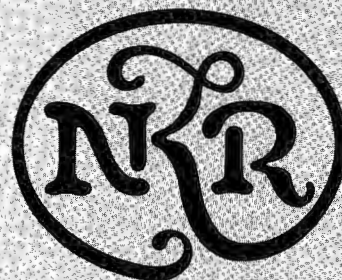
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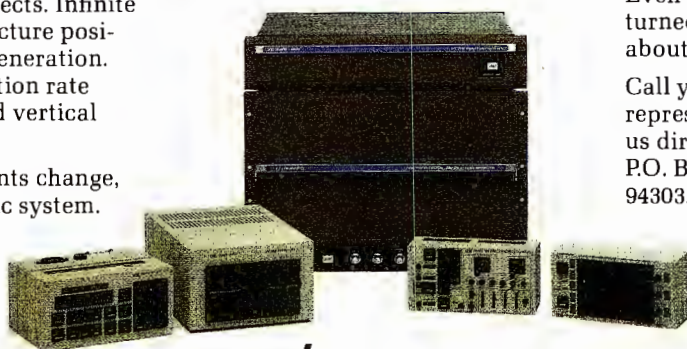
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revealed studies showing that NASA has "rediscovered" the Flying Wing and its possible future use.

A nine-part series that included footage from an open heart operation was aired on **WGGB-TV Springfield, Mass.**, last November. The series ended with post-operation followup reports monitoring the patient's progress.

Boarding homes came under the investigative eye of **KYW-TV Philadelphia** after an elderly woman lay dead for eight hours unnoticed on the front porch of an illegal boarding home. Further reports found three other elderly people who died of apparent starvation in illegal boarding homes. One KYW-TV investigation found two ex-mental patients living among 14 cats and dogs and paying \$337 rent in an illegal boarding home. Other investigative reports by the station's I-team included a five-part series on a lawyer's scheme to bilk poor families trying to buy homes, a weatherization program and a special one-hour report on extramarital affairs.

The investigative I-team of **WJKW-TV Cleveland** discovered that 1,000,000 gallons of city-owned gasoline that went unaccounted annually was being used by city personnel for personal use and also was sold on the side for personal profit. A city investigation tightened restrictions on gasoline use, and one employee was fired. An I-team report on an auto theft ring produced 13 police indictments.

Other reports examined state homes for the mentally retarded, engine fires in city school buses, and a black man imprisoned for a murder that had occurred six years earlier when he was in another prison. WJKW-TV went out of state for many investigative and documentary reports. One crew spent a month in Europe and Japan compiling a report on energy. Another went to El Salvador to find Cleveland missionaries there. Closer to home, the retirement of Congressman Charles Vanik after 26 years in Washington was documented with looks at his career and one of his final days.

**KSBY-TV San Luis Obispo, Calif.**, has added several investigative features to its hour-long newscasts. The features are: "Breakaway Weekends," a series about places to go and things to do; "Back Roads," a film and music tour of interesting places; "El Camino California," a close look at interesting people in the area, and "Action Report," a series investigating consumer issues.

Another investigative series took a look at prison life, with KSBY-TV reporter visiting a local prison.

KSBY-TV's Santa Barbara, Calif., bureau microwaves its stories to San Luis Obispo daily. Each of the station's reporters is equipped with a news vehicle complete with two-way radio, police scanners and personal pager.

**Detroit's** Polish community is the second largest in the U.S. In response to this fact,



**Going to the top.** Part of WGR-TV Buffalo, N.Y.'s excursion to Poland included an interview with Solidarity leader Lech Walesa.

**WJBK-TV** decided to bring its viewers a closer look at Poland and the Polish labor crisis. Reporter Harry Gallagher along with a crew of technicians traveled to Poland and produced a series of reports that showed how the people of Poland are dealing with momentous changes and highlighted the close ties that exist between Detroit's Polish community and Poland.

In another investigative series WJBK-TV examined the impact of Japanese auto imports and the viability of electrical vehicles. WJBK-TV is still continuing the investigation of electrical vehicles by testing one in its possession.

"Survival in the Streets," was a WJBK-TV special that explored street gangs. Reporter Otis Buchanan accompanied the Detroit Police Department's Youth Squad on its patrols of problem areas, filming confrontations between police and street gangs.

The station also presented a three-part series on Michigan's Pigeon River National Forest—the subject of 10 years of controversy and court battles between environmentalist and energy interests.

The million-dollar business of buying and selling blood was the subject of a **WABC-TV New York** investigation. The report that followed showed how hundreds of poor people all over the country sell blood to profit-making blood centers to supplement their income. WABC-TV correspondent John Johnson, a carrier of the sickle cell trait, went to a blood center in New York, wearing a hidden microphone, where his blood was accepted without proper screening procedures. The station's cameras also caught blood centers accepting blood from donors on alcohol and



**Overpopulation.** Wkyc-TV Cleveland's Mona Scott narrates special report on that city's growing rat problem.

drugs. Johnson and his crew investigated the story for three months and visited blood centers in New York, Houston, Oklahoma City and Laredo, Tex.

WABC-TV sent anchor Bill Beutel to Japan for a documentary on its people, industries and economy. He compared the industrial Northeast U.S. with Japan and examined how and why the Japanese have done so well in modernizing their factories and increasing worker productivity.

With 20% of the population of **Buffalo, N.Y.**, of Polish descent, **WGR-TV** sent a crew to Poland to produce a 15-part series, a 30-minute documentary and interviews with Solidarity leader Lech Walesa in his Warsaw home.

"Japan's Secret Weapon," a five-part series produced by **WKYC-TV Cleveland**, took an in-depth look at the Japanese auto industry, comparing it with the sagging industrial outlook in Cleveland. WKYC-TV reporter Ed Miller and photographer Bill Geddies spent six days in Japan working on the series which ran on other NBC-owned-and-operated stations and received an Emmy and a Gold Medal at the New York International Film Festival.

When the hostages were released in January, WKYC-TV flew anchor Doug Adair and producer Peter Menkes to Weisbaden, West Germany, to report on the hostages' return. They spent three days there feeding their reports daily by satellite. Working with four other NBC-TV stations, WKYC-TV helped produce a five-part series on the space shuttle, Columbia. Each station produced a segment for the series, which was filmed on location in Cape Canaveral, Fla. WKYC-TV also provided daily coverage before and after the shuttle's launch.

Other investigative specials WKYC-TV produced included a report on the use of lie detectors in private industry, where potential and current employees are often required to take a test to "prove" their honesty. To conduct the investigation the station sent three of its own employees to take a lie detector test at two local firms, and both firms found one of the WKYC-TV employees a likely suspect in a crime he had not committed. As a result of the program, Ohio state legislators introduced two bills, one to license testers and protect the civil rights of those who take the tests and another to outlaw the use of lie detectors completely.

"Rat Attack" focused on the health dangers of rats in Cleveland where statistics showed there were more rats than people. Because of anchor Mona Scott's series, a local manufacturer of rat traps designated several thousand traps to be given away.

Undercover reporters for **WLS-TV Chicago** "bought" driver's licenses through private driving schools as part of an investigation that uncovered corruption in Chicago-area motor vehicle facilities. For four months, the station's investigative unit worked on the series. It revealed six driving schools in the Chicago area could guarantee a driver's license to any-

one who wanted to pay for it, even if the patron couldn't read, write or drive. The school would then pay employees of the department of motor vehicles to grant a license. The investigation revealed some employees who were making as much as \$5,000 a week in pay-offs. As a result of the series, 12 state employees were fired. During the week the report aired, WLS-TV set up a hotline for viewers to call in similar abuses. The tips the station received resulted in an additional 12 employee suspensions.

*Revolution! Voices and Victims* was the title of a documentary produced by **KMOL-TV San Antonio, Tex.**, on the civil war in El Salvador and political unrest taking shape in Mexico. A KMOL-TV news team (which included producer/correspondent Mike Cavender, ENG cameraman Reed Watson and translator Ed Barrera), spent 10 days examining the issues, fighting and the effects of the war on the people of El Salvador. The decision to produce the program was based in part on the fact that San Antonio's large Hispanic community was concerned about the political future of the region.



**Tennis anyone?** The investigative I-Team of **KYW-TV Philadelphia** caught this CETA worker playing tennis during work hours. The resultant probe caused several dismissals.

Norma Black, investigative reporter for **wowk-TV Huntington-Charleston, W.Va.**, conducted an inquiry into the possibility that a parcel of land given to the state by the U.S. government contained explosives. The land—the site of TNT production in World War II—is now under state investigation.

A five-part series on drug informants landed **WTVN-TV Columbus, Ohio**, in court, with its tapes under subpoena. After a number of drug arrests, police claimed that one of the subjects in WTVN's series had set up the young people who were arrested. This led to the subpoena and eventually an order that the station give up the tapes. The station agreed, but not to surrender outtakes. With that, the court ordered the station in contempt and fined it \$200 a day. The fine was suspended pending an appeal, that remanded the case back to a lower court.

Other special reports focused on the local hospital bed crisis, cosmetic surgery, gambling, crime victims, drugs and

alcohol in school, women waiting later in life to have children, the Ku Klux Klan, SWAT teams and local growth and the economy.

With the city of **Providence, R.I.**, facing a major financial crisis unless a property tax proposal was passed, **WJAR-TV** aired a news special detailing the events that led to the crisis. Part of the special was a live debate that included an impromptu appearance by the mayor, who had previously declined to participate. WJAR followed it the next day with live reports on the tax increase.

A videotaped reunion between a **Chattanooga** girl and her family in Taiwan highlighted a **WRCB-TV** story on that country. A message from the girl to her parents was taped and delivered to them in Taiwan. Their reaction and response were filmed and edited into the on-air show.

Other highlights of the trip included a "Made in Taiwan" segment exploring the modern meaning of that old phrase, and a meeting with American expatriots aided in their aculturation into Taiwanese society through an organization called "Gateway."

In investigative work, **WFSB-TV Hartford, Conn.**, induced state and federal authorities to investigate a multimillion-dollar estate that was allegedly being mishandled by an attorney, a former law partner of the judge who appointed him to the case. Other investigative pieces looked at juvenile crime, where the dollars go in baseball and a local health farm.

**KHON-TV Honolulu** sent a crew to China for a week to film a half-hour special on the changes occurring in Chinese society. The crew also stopped in Japan, ancestral home of many Hawaiians and did several reports from there. KHON-TV took investigative looks at the state's cameras-in-the-courtroom experiment, street people, child pornography and Hawaii's transsexual community.

A special segment looking at the news in depth was instituted by **WNAC-TV Boston** last year. The station discovered new information on Boston strangler Albert DeSalvo, covered the local angle of the hostage return, examined the effects of a statewide tax cut along with profiles of F. Lee Bailey, Sara Caldwell and author Stephen King. WNAC-TV also explored the relationship between Boston's gays and the church, in a one-hour special in March.

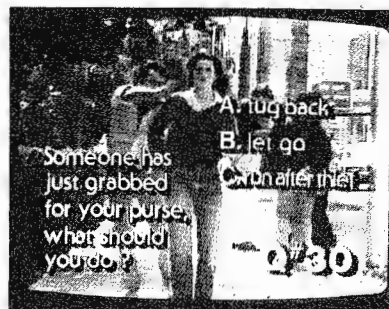
Tagging along with two police vice squad raids, **WCMH-TV Columbus, Ohio**, examined the operation of illegal bars in the city. The bars don't pay taxes and are the scenes of violence, the station discovered. The week-long series documented police frustration in making raids to close some bars, while others spring up elsewhere.

Among the investigative reports on **KTRK-TV Houston** were examinations of boating accidents in the Houston channel, mental

illness, crime in the suburbs, health violations in restaurant and hospital kitchens, medical malpractice, state prisons, teenage pregnancies and the German transit system and how it applies to Houston's transportation problems.

**Who-TV Des Moines, Iowa**, worked with the state insurance department on an investigation of misrepresentation of Medicare supplementary insurance. The station hid a camera on the porch of a farmhouse near Madrid, Iowa, and individually recorded 11 agents who presented their insurance proposals to an employee of the state insurance department posing as an elderly widow. Investigators for the insurance department gathered their case in a nearby room. WHO-TV aired the videotapes for a five-part series that ran last December. Suspensions and revocations have resulted, the station reports, while hearings are still in progress. Portions of the WHO-TV tape were used later on ABC's *20/20*.

Again this year, **KVOS-TV Bellingham, Wash.**, aired a half-hour special on the local "Ski-to-Sea Festival Race," a relay race that begins on the slopes of Mount



**TV quiz.** Part of **WPLG-TV Miami's** report on crime prevention was this quiz by television.

Baker and finishes 82 miles away in Bellingham bay. More than 1,000 competitors raced in six events, including downhill and cross-country skiing, running, bicycling, canoeing and sailing. The race was videotaped by two ENG crews shooting from chairlifts, bridges, sandbars, mudflats, boats and a helicopter. The program was edited and mixed for broadcast four days later.

In **Bangor, Me.**, **WABI-TV** assigned a reporter for six weeks to investigate the state administration of the federal food stamp program, which helps to feed one out of every five families in Maine, according to the station. It found that applicants were rarely interviewed because the state office administering the program didn't want to take the time. Food stamp recipients admitted that it was easy to cheat. The USDA regional agency that parcels food stamp money to Maine used a copy of the series to study the problems.

When General Motors decided to build a new plant on 465 acres of a section in Detroit called Poletown, **WDIV-TV Detroit**

# Is it fair for the station that wins the highest ratings to also win the highest awards?

Some TV stations consistently roll in high ratings. Some always get the awards. But what about those rare stations that do both?



It's no coincidence that Utah's No. 1 station for news is also Utah's No. 1 station. KSL-TV's current 50+\* share for local news, (48 share, all stations) speaks for itself.

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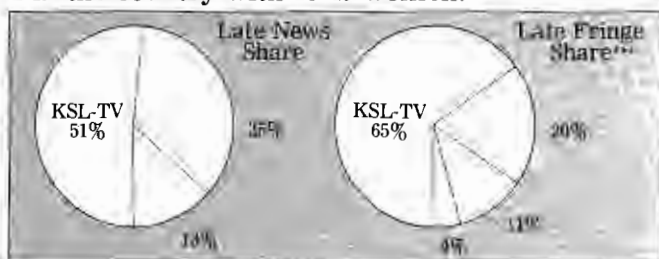
And by being part of a winning team. We've been "reaching for the stars" with CBS for over three generations.

The result is that 21 out of 24 of the top rated programs in Mountain America are on KSL-TV\*.

Fact is, making news a specialty has made our late news share No. 3 in the country and No. 2 in the country with 18-49 women.\*\*



Running the ever-popular M\*A\*S\*H twice a day helps give us one of the best early and late fringe shares in the country.



\*NSI, May 1981, Total Homes, Program Averages Section.

\*\*TV/Radio Age, June 1, quoting February 1981 Arbitron, ADI Share.

\*\*\*NSI, May 1981, Total Homes, Program Averages Section, M-F, 10:35-11:05.



Excellence has its rewards. Again this year, KSL-TV won top honors from the National Society of Professional Journalists for distinguished journalism in the field of public service.

**R**atings like these usually mean you're doing something right. And judging from the list of awards we've won this year, our peers in the television industry seem to think so, too:

- Sigma Delta Chi Award for Distinguished Service in Journalism in the Field of Public Service.
- IRIS Award for Best Children's Programming (markets 41-214) from the NATPE.
- Broadcast Media Award for Public Affairs Programming for the Broadcast Industry Conference.
- Society of Professional Journalists, Utah Headliners Chapter:



Our special program "War Shock" won top honors this year in the field of public affairs at the Broadcast Industry Conference.

- First Place, Investigative Reporting, Television
- First Place, Feature Reporting, Television
- First Place, Television Photography
- First Place, Television News Reporting (cities under 500,000) from the National Headliners Club.
- Rocky Mountain Emmy Awards from the National Academy of Television Arts & Sciences:
  - Live News (satellite coverage of the Democratic National Convention)
  - Investigative reporting (expose on Utah nursing homes)
  - Total campaign ("News Specialists" advertising campaign)

So, is the station that gets the highest ratings always the one that gets the highest awards? Not always. But when you combine innovative programming with journalistic excellence, you get a station with both. You get KSL Television.



Salt Lake City, Utah

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produced a documentary, *Land Grab: The Taking of Poletown*. An investigative reporter interviewed long-time residents of the community, businessmen and civic leaders. The story won a 1981 Emmy award for local documentary production.

Detroit Mayor Coleman Young laid off 1,000 police officers last summer as a result of the city's financial crises. WDIV produced 11 news reports that studied the effects of the layoffs on the city's crime rate, police morale and police-community relations. Hard economic times also caused a \$2-billion cut in Michigan's government spending. The station's Lansing bureau chief, Tom Greene, investigated where the cutbacks were being applied. His five-part series reported state legislators had approved cuts in basic services to taxpayers but had not curtailed their own perks and privileges. The report, *The Good Ole Boys*, won a state AP award.

WDIV also did a story on the rights of an adopted child to know the identity of his natural parents. The case used showed how the laws and bureaucracy permitted an unwelcome reunion to occur between a 22-year-old man and his mother who had been raped and then put him up for adoption.

Other documentaries WDIV produced included a report on the Ku Klux Klan in Detroit and a five-part series on the *Detroit News*.

□

During the year following the May 1980 race riots in Miami that left 18 people dead and \$100 million in property destroyed, **WPLG(TV) Miami** ran a series of post-riot reports. *The Billion Dollar Ghetto*, a 10-part series that took four months to produce, examined federal programs aimed at improving conditions in the black community. After the series aired, Dade county officials announced the formation of a task force to study the distribution of minority contracts. WPLG says the U.S. Commission on Civil Rights also used the series as the basis for an investigation into why Miami blacks may be excluded from the political and economic mainstream. The series won a Robert F Kennedy Journalism Award.

*Miami: One Year Later* was a five-part series that examined whether the quality of life in Miami's black community had changed for better or worse since the 1980 riots. *Family Portrait: One Year Later* was a profile of the daily life of a family living in Miami's inner city during the year following the riots and how its members were trying to rebuild their lives.

WPLG also took an in-depth look at crime in Miami and ran a series of programs, beginning with *Just Another Day in Dodge City*. It was broadcast in five parts and focused on Miami's murder rate and reports that it was rising faster in that city than in any other area of the country. *Dodge City* won a Sigma Delta Chi Green Eye Shade award. Another documentary on crime explored the problems of police morale and manpower shortages in a city facing a soaring crime rate and recovering from a riot. *Assembly Line Justice* looked

# THE CRITICS ARE UNANIMOUS

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AOR Editor  
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**No one gets out of here.** WJLA-TV Washington's anchor Renee Poussaint (l) and her interpreter (c) were detained in Maryland labor camp by the farm's manager (r) on trespassing charges. The investigation prompted the station's migrant farmer worker report *Bitter Harvest*.

at Dade county's criminal justice system by placing camera crews inside and outside a courtroom for six weeks. WPLG also designed and aired a *Crime Prevention Week* series, *Crime Prevention Test* and a *South Florida Crime Attitude Survey*.

The life of the coal miner was the subject of a five-part series aired on **WJLA-TV Washington** one week before West Virginia coal miners voted to strike. The issues involved were covered in the story, which won an Emmy award. The crew filmed coal miners at work 1,300 feet underground.

An anonymous caller prompted the WJLA-TV news department to produce a three-part series on drug trafficking in a suburban apartment complex. A crew from the station caught a drug trade on tape while hiding in a van across the street from the complex, despite warnings from police that the dealers were armed.

After interviewing migrant workers and supervisors in Maryland, WJLA-TV's crew was blocked from leaving the camp by a supervisor, who called the sheriff. They were charged with trespassing and detained several hours. Despite the episode, the crew continued its investigation into the plight of Haitian workers who were being denied legal rights, such as minimum wage. The story that followed, *Bitter Harvest*, showed workers complaining of negligent medical care and substandard living conditions. Following the report, the U.S. Labor Department initiated action against one of the camps.

It took WJLA-TV two years to produce "Until We Say Goodbye," a documentary on death and dying. The crew visited a hospice in England and returned to examine the progress of this concept in the U.S. and in Washington. The station also kept a filmed record of two dying people. The hour-long film was followed by a 30-minute discussion with local hospice rep-

resentatives.

Other documentaries produced by WJLA-TV covered prison life, the infant mortality rate in Washington and mismanagement of the city's nonprofit housing rehabilitation agency. The last resulted in the resignation of the agency's board chairman and president.

Alan Griggs, of **WSM-TV Nashville**, broke new ground when he investigated children whose parents are in jail. He discovered that the children were being shunted off into programs designed for the abused and orphaned, not innocent victims of adult crimes.

To draw a picture of inflation and its effects on a typical Tennessee family, WSM-TV's Valerie Hyman used statistics from the state of Tennessee and labor Department to profile one family's ongoing struggle against the rising cost of living. The portrait of a typical family dealing with these pressures was supplemented with interviews with pollster Lou Harris and economic expert Alan Greenspan.

What would happen if the average American family were suddenly struck by an energy blackout, denied electricity, gasoline and natural gas? Steve Hall of WSM-TV sought volunteers to live without those essentials to illustrate that story. Volunteers were hard to come by, even with a \$500 honorarium put up by the station. Finally Hall found an elderly widow and family of six willing to experiment. Hall interwove their experiences with expert commentary from former energy czar William Simon and former deputy energy secretary John Sawhill.

Just because a station may air reports of an abuse, doesn't mean it won't happen again. As it did a year earlier, **WJZ-TV Baltimore** investigated home heating oil deliveries last winter. The station again found abuses with delivery trucks shorting

customers, in some cases the poor on federal fuel assistance programs. The driver would then sell to others on the street. The station's I-team set up "victims" to document the abuses. The reports sparked investigations by local, state and federal authorities.

Following tips from doctors the I-team also investigated inadequacies in the city's lead poison treatment program that was endangering the health of children. Legislation to improve the program developed as a result of the reports is awaiting fall city council consideration.

And the station found a shortage in the number of textbooks in city schools, prompting the school board to request an emergency shipment to help correct the problem.

A tavern that was discriminating against blacks became the focus of a six-week undercover investigation by **KCRG-TV Cedar Rapids, Iowa**. Using wireless mikes and pocket tape recorders, the station documented blacks being charged higher prices and being harassed. The FBI has begun an investigation and the city is reconsidering the bar's liquor license.

The station also followed the story of alleged drinking problems by a county sheriff. The station gathered material from former and present employees of the sheriff. Although no formal charges were filed, he lost a re-election bid last November.

**Jacksonville, Fla.**, witnessed a "sting" operation similar to the Abscam scandal; **WJXT(TV)** there dubbed it "Jaxscam." The station claimed it broke the story of a local prominent attorney and health inspector who were implicated in a payoff scheme.

WJXT sent one of its reporters to Miami, Atlanta, Washington, New York and Detroit in pursuit of a profile of Mitchell WerBell, who runs a training facility for mercenaries and executives who want to learn how to protect themselves against terrorism. What resulted was a week-long series that featured an interview with WerBell, tape of the training facility, complete with combat weapons, at his Georgia mansion and reports that he has connections with the CIA, anti-Castro forces and the U.S. Labor Party.



**Defense school.** Mitchel WerBell (r), who trains mercenaries and executives to defend themselves, is interviewed by Andy Greenspan, WJXT(TV) Jacksonville, Fla.

The Atlanta child killings and their impact on the Jacksonville community was also the basis for a series produced by WJXT.

Given the proximity of Plattsburg, N.Y., to Montreal, **WCBE-TV Plattsburg** devoted three and a half hours of coverage to last year's referendum in Quebec on the issue of sovereignty for that province. The special news report, entitled *The Quebec Referendum: An American Perspective*, was intended to make the proceedings understandable and relevant to U.S. viewers. Scholars from both countries provided analysis and background of the issues. Americans living in Montreal and Quebecers living in the U.S. were interviewed to determine the social implications of the referendum.

In a month-long series aired in February, **wsoc-TV Charlotte, N.C.**, took a hard look at the increasing drug smuggling traffic off the shores of North and South Carolina. The series was expanded to include a special half-hour telecast on the drug problem in local schools. In May the station aired another month-long series on hazardous industrial waste materials.

For its nine-part series investigating the 1980 winter Olympics, **WAST-TV Albany, N.Y.**, won a du Pont award. The series detailed how taxpayer money was being spent in preparation for the games and how contracts were being let without competitive bidding, and reported allegations of shoddy workmanship in construction. The report also indicated that the Olympics were running into monumental cost overruns and deficit before the games started.

The station also investigated the state's handling of the clean-up after an office-building fire in Binghamton in which PCB and dioxin (used in the chemical defoliant "Agent Orange") chemical particles were released into the air. Reporter Ellen Miller reported that workers had been sent into the building to clean up without being informed of the dangers and without proper protective gear. Several law suits initiated by workers against the state resulted from the incident.

The news department at **WTVQ(TV) Lexington, Ky.**, in April began a week-long



**SA loot.** Salvation Army employees pilfering goods for themselves came under the hidden camera eye of **wkbw-TV Buffalo, N.Y.**



**Bringing it to the people.** **WCBS-TV New York** attempted to drive home the importance of the First Amendment in this multi-part production of a simulated trial.



series on prostitution. The nighttime scenes were shot with high-speed film. A wireless microphone was placed at a street corner frequently used by prostitutes.

Another series dealt with the coal industry in Kentucky—its economic impact on the state and the safety hazards to coal miners. Two other investigative series dealt with child abuse (including an interview with a convicted child abuser) and drug trafficking in Lexington schools.

The "I-Team" investigative unit of **KTVI(TV) St. Louis** broke the story of *The Company*—a billion-dollar drug smuggling ring based in the area. More than 50 indictments have since been handed down, according to the station.

On another assignment, I-Team discovered questionable patronage practices in the city's license collector's office. Seven inspectors and collectors were fired and the head of the office was ousted, the station noted.

The news team of **WLYH-TV Lancaster, Pa.**, reported on blown formaldehyde insulation and the use of the chemical defoliant "Agent Orange." The blown formaldehyde insulation series focused on the legislative debates over concerns that the product may contain carcinogenic materials while the "Agent Orange" series reported on the stand taken by the U.S. government on requests for medical aid in treating cancers that Vietnam veterans claimed they developed as a result of direct contact with the chemical.

**WJKS-TV Jacksonville, Fla.**, broke the story of an FBI sting investigation by airing the FBI videotapes, which it had obtained from an undisclosed source. A former state official and a local attorney were later indicted.

For three weeks, **WCBS-TV New York** aired programs and short spots on the First Amendment. The station's goal was to educate viewers on the importance of the guarantees of free speech, press, religion and assembly and how these freedoms affect everyone. One of the highlights of the project was a simulated trial debating the right of the press to use confidential sources (**BROADCASTING**, June 22). Among those acting in the debate were Floyd Abrams, constitutional attorney, who defended the right of the press; Tom Wicker, associate editor of the *New York Times*; Michael O'Neill, editor of the *New York Daily News* and president of the American Society of Newspaper Editors; William Rusher, publisher of the *National Review*, and Lewis Lapham, editor of *Harper's* magazine. Other elements of the project included a series of editorials on First Amendment issues such as regulation of journalists, shield laws and book banning; "First Amendment Moments," a series of brief thoughts on important legal cases, historic moments and issues presented on location at various sites in New York such as the CBS newsroom, *New York Times* office, New York Public Library and St. Patrick's cathedral, and "Way to Go," which examined the role of the church in relation to government and the media. Wrapping up the campaign, the station broadcast a children's special enacting the John Peter Zenger case.

When the price of milk went up in the Bronx 18 cents a half-gallon overnight, **WCBS-TV's** John Stossel investigated the sudden price increase. He asked store owners about it, wearing a hidden microphone, and discovered milk company salesmen had used economic threats to keep store owners from lowering prices. After the report aired, New York's attorney general conducted a statewide investigation that resulted in an indictment.

The safety of **Washington's** two airports, National and Dulles, is the subject of an ongoing project of **WDVM-TV** there. The station aired profiles of both airports and news series and editorials exploring whether or not National should be closed and what pilots think of each airport. The station continues to follow the issue.

The Rev. Jerry Falwell of the Moral Majority was profiled by **WDVM-TV** last year. The news series explored the movement's impact on presidential candidates and their platforms.

The station also profiled two boxers, Sugar Ray Leonard and Roberto Duran. The story examined fighter safety and boxing deaths.

Other documentaries produced by **WDVM-TV** included a special on the impact of drugs on addicts, families and society; the plight of Somalian refugees; a story on a Washington high school band, Cardozo, that marched in the Rose Bowl parade, and a five-part investigative series on the validity of a surgical technician program at a local university.

When they revealed that dyes used to color certain dishes contained uranium, **WIVB-TV Buffalo, N.Y.'s** reports were instrumental in securing from the state health department a recommendation against using the dishes for eating purposes.

□

As part of "Healthy Baby Week" sponsored by **WLS-TV Chicago**, the city of Chicago and the Chicago March of Dimes, the station produced a one-hour documentary, *Caution: Babies Under Construction*. The stories of four pregnant women were used to examine pre- and post-natal care. Fairs and classes were held in various parts of Chicago during the week.

□

With the cooperation of five area police departments, **WEAR-TV Pensacola, Fla.**, presented a program called *Crime Stop* aimed at educating the public on crime prevention. In the show, local University of West Florida theater students reenacted actual crimes while the police explained how the victims might have prevented them.

Florida's growing drug problem was the focus of two series by **WEAR-TV Pensacola**. The *Gulf Coast Express* which dealt with the problems understaffed local agencies have in combating large, well-organized drug smuggling operations, featured an undercover arrest redorded by a hidden camera. *The Escambia Connection* followed several drug cases through the judicial process, pointing to the apparent ease with which many escaped serious punishment.

□

A fruit dumping scandal discovered by **KRON-TV San Francisco** received nationwide attention and prompted a General Accounting Office probe. **KRON-TV** found oranges being kept off the shelves by a federal marketing order designed to keep prices high. State agricultural officials

backed down on their claim that the oranges were too small for consumption when the station aired videotapes of the dump sites. **KRON-TV** went deeper to find consumers outraged at paying higher prices, small farmers watching their crops being destroyed while struggling to survive and Sunkist defending the practice.

Following indictments of steel executives for importing steel at prices below federal minimum standards, **KRON-TV** explored what effects the foreign steel would have on the domestic market, on steel workers who would lose jobs and on consumers.

**WRC-TV Washington** made it two years in a row in capturing the nation's attention



**Dilemma in Detroit.** When General Motors decided to use 465 acres of land to build a plant in Poletown, a section of Detroit, **WDIV-TV** there produced an Emmy award winning documentary on the controversy.

with an award-winning investigative report. Last year, it was asbestos in hair dryers; this year it was the lack of standards in infant baby formulas, which eventually saw reporter Lea Thompson testify on Capitol Hill, and President Carter sign into law a bill placing stricter standards for infant formulas.

A **WRC-TV** look into a facility for the mentally retarded turned up patients whose money was missing. That spawned a police investigation and further reports by the station that the facility had not lived up to a judge's order in 1978 to improve conditions. The result was a federal inspection and subsequent loss of accreditation.

A consortium of public stations has organized to produce *U.S. Chronicle*, hosted by Jim Lehrer. Each station contributes one show for the series and gets the rest of the series free, although \$5,000 from each station is required to cover talent, publicity and administration costs. A recent **WHYY-TV Wilmington, Del.**, 30-minute documentary on Abscam with a mini-cam crew of three plus three other post-production personnel cost \$37,000. These are the stations that have contributed: **WMHT-TV Schenectady, N.Y.**—upper-income owners revitalizing old neighborhoods, but pushing out the poor in the process; **KRMA-TV Denver**—profiles on oil boomtown, Craig, Colo., lifers in prison and Aspen music festival musicians; **WETA-TV Washington**—coping with cancer; **KUHT-TV Houston**—gulf fisheries; **WHA-TV Madison, Wis.**—police

dog abuse; **KCET-TV Los Angeles**—private schools flourishing in wake of desegregation; **WPXS-TV Clearfield, Pa.**—coal miners; **KTCA-TV St. Paul**—why Minnesotans live in their frozen climate; **WTTW-TV Chicago**—the modern immigration process; **WCNY-TV Syracuse, N.Y.**—labor productivity; **WGBH-TV Boston**—a Jamaican basketball immigrant; **KCTS-TV Seattle**—human potential groups; **WNED-TV Buffalo, N.Y.**—nuclear waste disposal; **KQED-TV San Francisco**—loss of farm land to housing developments; **WVIA-TV Scranton, Pa.**—rural crime; **WXXI-TV Rochester, N.Y.**—acid rain, and **New Jersey Public Television**—lotteries.

□

*New Jersey Nightly News*, a production of the state's public TV stations and **WNET-TV New York**, looked into a rent-control petition and found fraudulent signatures, leading to the indictment of six persons.

Another *NJNN* mini-documentary drew on courtroom coverage of a landlord-tenant case, explaining the legal process and how this particular case was related to social and economic problems in the community.

□

An investigative report on nursing homes was a year in the making by **KSL-TV Salt Lake City** and resulted in \$12 million in lawsuits and numerous awards for *Out of Sight, Out of Mind*.

The station also investigated trailer park homes in the state and questionable practices by a local meat retailing firm. The firm was a large station advertiser, and canceled its \$100,000 account before the report was broadcast.

What was **KJRH-TV Tulsa, Okla.**, doing in China? Following six local high school students as they studied at a Chinese university and gathering 10 hours of videotape for a 10-part series on the country. The station's reporter and cameraman gave a perspective on the culture, examining the architecture, geography, family life, work routines and the university where the students were studying.

**KSKD-TV St. Louis**, following a tip from local residents, helped uncover the selling of stolen property in area stores. **KSDK** alerted police officials who set up an undercover sting operation that produced the arrest of six store clerks. The station aired a multipart series on the operation and received credit for aiding the investigation.

□

The one-year anniversary of the eruption of Mount St. Helens caused **KOIN-TV Portland, Ore.**, to reflect on the Northwest's biggest recent news story. The station produced a 90-minute documentary detailing the eruptions, the effect on man and nature and the future of the mountain. Along with the program, **KOIN** published a 16-page commemorative newspaper insert on the anniversary.

□

The investigative I-Team at **wcco-TV Minneapolis** uncovered waste, fraud and

mismanagement in the city's housing inspection office. False work reports, loafing on the job and attempts at a cover-up were found. As a result of the report, two housing inspectors were fired, 11 suspended, including two supervisors. Other investigative reports examined underworld gambling in the city, abuses in the fire department pension fund and illegal burials of chemical toxic wastes.

With the rise in the number of Caesarean births in recent years, **WNGE(TV) Nashville** set out to find out why. **WNGE** found a government commission report that found doctors saying they would rather go play golf than wait for natural deliveries. It was pointed out that doctors also earn more from Caesarean than natural births.

Other investigative reports examined the effects a Japanese auto plant would have on the region and a half-hour documentary on tornadoes that included live footage and directions on how to minimize risks during such storms.

Two five-part series on **WHMQ-TV Memphis** examined the realities of crime and the hospital emergency rooms. The crime story dealt with citizen reaction to the crime trend. The hospital story observed first hand an emergency room in action and explored the controversy on whether a regional trauma center is needed.

Among the documentary fare on the **Iowa Public Television** network this past year were looks at the plight of the Cambodia refugees in Thailand, with reports from the Thai border, and a Vietnamese family's resettlement problems in its first year in the United States.

**WCAX-TV Burlington, Vt.**, produces a monthly magazine which this year looked into the growing cocaine traffic in Vermont, and found that doctors were writing bogus prescriptions for patients they hardly knew. The segment won a UPI documentary award.

In November, after a year-long investigation, the station broadcast the story of a woman who claimed she had been sexually abused by her psychiatrist. The program resulted in criminal and civil probes and the Vermont Board of Medical Practice is now considering revocation of the doctor's license. It also examined why members of his profession, some of whom knew of his actions or had heard rumors—had not taken action against him. The program, entitled "A Matter of Ethics," also won a New England UPI award.

**WTVF(TV) Nashville** traveled to Japan to do a story on Nissan production methods, since the foreign car manufacturer decided to build a U.S. plant in nearby Smyrna, Tenn. The report examined the Japanese production ethic and how the plant would affect and be affected by the area.

Among other investigative reports the station interviewed all five state supreme court justices, giving the public a behind-

the-scenes human look at the men; reported on the state prison system and examined the \$250-million plasma industry.

When **Pittsburgh** decided to close a main traffic artery for two years, for repairs, **WTAE-TV** examined the effect on motorists. The station aired a series of reports of exactly how traffic would be rerouted and followed up the initial highway closing with frequent traffic reports. The series was applauded by the state transportation department for preventing tie-ups. Other investigative reports included one on poor conditions in boarding homes for which one proprietor lost her license.



**Getting the feel.** Lew Frederick (r) KGW-TV Portland, Ore., reporter interviews Rev. John Jackson for that station's look at newfound power in Portland's black community.

This spring, **KGW-TV Portland, Ore.**, received the Investigative Reporters and Editors National Award for an investigation of Marion county, Ore., District Attorney Gary Gortmaker. The investigation ultimately led to Gortmaker's dismissal and his conviction on charges of theft of public funds. *Albina*, a documentary produced by KGW-TV producers, Lew Frederick and Jon Tuttle, focused on the newfound political power of Portland's black community. The crew visited people on the streets, at the breakfast table and at church. They also talked with leaders of Portland's black community and examined the lives of two black families.

KGW-TV's *Focus* segment, a new five-minute daily report, examined a variety of issues, from police misconduct to problems of finding a good day care center and the delayed stress syndrome in Vietnam Veterans. And when two Polish seamen jumped ship off the Oregon coast, *Focus* examined U.S. political asylum policy and how it works.

*Working World*, another new five-minute daily report offered to KGW-TV viewers investigates economics issues. In addition to stock reports, the segment looks at such issues as stress on the job, women in business, interest rates, and the successes and failures of local entrepreneurs. In a five-part series aired on *Working World*, producer-reporter Tom Ackerman, examined Oregon's employment outlook for the coming decade.

**WLWT-TV Cincinnati** focused on a poverty area in the midst of Hamilton, Ohio. The area was once slated for an

amusement park, but has since been neglected and WLWT went to the area to find out why. The station received a lot of response from the segment including city council discussion.

The station also investigated railroad safety problems in Ohio.

Among the investigative reports **WKBW-TV Buffalo** produced in the past year was one on Salvation Army employees caught in the act of delivering collections to their own homes, which produced some dismissals. The station also broke a story on radioactive gold, including a cancer victim who lost fingers due to a contaminated ring. The report produced a warning from the state health department plus legislation, and prompted testing programs in seven other states and Canada.

In **Spokane, Wash.**, **KREM-TV** Don Roberts's and newspaper editor Jim Wavada's collaboration on an investigation of a long time police vice squad commander was so successful that the station and paper have continued to work together on investigative pieces. Both news outlets coordinate releases, but where breaking news is found the station can develop the material for disclosure immediately.

**WKBS-TV Philadelphia** won two state broadcast awards, the first for a story on the city's wage tax. Nonresidents have 4.1% of their gross wages deducted from their earnings by Philadelphia. The station aired the grievances of the nonresidents and documented the injustices done by the city in collection efforts. The station also won an award for its report on what casino gambling has done to Atlantic City and how it affects the elderly and other groups.

**KPNX-TV Phoenix** utilized the natural beauty of Arizona to develop two prime-time documentaries, one on the rock configurations in the Superstition mountains and the other on a trip through the Arizona desert in the spring. Another documentary celebrated Phoenix's centennial, chronicling the city's rise to a city of over 1.5 million.

Transportation cutbacks for Amtrak and airline deregulation were two of the investigative features **WDTN(TV) Dayton, Ohio**, undertook last year. The station looked at the effects of the Amtrak cuts. The deregulation story found cities the size of Dayton suffering from service cutbacks that came with airline deregulation.

**WAGA-TV Atlanta** investigated voter fraud by turning up five voter registration forms in five different precincts by the same person, made possible since proof of residency wasn't required. After the multipart report was aired, the state legislation passed laws requiring proof of residency during voter registration.

The shifting of islands off the coast of North Carolina has placed several of the

state's lighthouses in jeopardy. **WRAL-TV Raleigh, N.C.**, took a look at the problem, the efforts to save the houses, the federal agencies that threaten cutbacks and the historical background of the landmarks.

To capture the plight of a family on welfare, WRAL sent a reporter to live with a welfare family to get a first hand look at how they live. Convincing the family to allow cameras to enter proved difficult and the station had three days to do a five-part series, showing the human side of the welfare question.

Among the investigative reports **WRAL-TV** produced last year, one found that only 44% of the 800 basketball and football athletes with scholarships at the states' four Atlantic Coast Conference schools, plus one state university, graduated with degrees.

Public TV station **WGBY(TV) Springfield, Mass.**, produced a program on alleged abuses of solitary confinement at a western Massachusetts juvenile detention center. It also took a look at a state program that releases mental patients from large institutions into community-based settings.

Relations between Springfield's minorities and the police was the topic of another WGBY documentary concerning alleged police brutality. The station also produced a program on adoption of children in Massachusetts.

**WBBH-TV Fort Myers, Fla.**, set out to learn why so many Haitians were fleeing to America. The station had covered the exodus of Cubans and knew the basic reasons for their flight. But for the Haitians, was it economics or politics? In a seven-day stay in Haiti, 10 hours of tape were shot of Haitian public officials, people wanting to leave and boat people leaving. The two-man crew found the reasons for leaving included soil erosion, poverty and disease.

While the state government of Ohio was investigating the Ohio veteran's home in Sandusky, **WTOL-TV Toledo** also tackled the subject, investigating charges of shoddy management, patient neglect and alleged malfeasance on the part of the home's supervisor. Reporter Deborah Pettibone conducted the investigation which eventually led to the commandant's resignation.

Pettibone also worked on a series of reports on the Children's Services Board of Lucas county, Ohio, which operates a home for retarded children in Toledo and provides specialized counseling services.

*The Quiet Circle*, a half-hour documentary produced by WTOL-TV, focused on the Toledo Mental Health Center. WTOL-TV explored charges of management ineptness along with the treatment of patients and the future of mental health care.

Using the guise of university professors, **WPXI(TV) Pittsburgh** correspondent David Hazinski and cinematographer Allan Schear entered Poland when all

press was barred from the country, bringing to Pittsburgh TV screens an in-depth look at the Polish crisis. And although the two were discovered by Polish police, they were permitted to continue filming the week-long series, which was also made into a half-hour documentary.

WPXI also presented a week-long series on airline safety by its economics editor, John Cross. Cross went on location to Dallas and Washington. Another series focused on Navy training procedures and how they've changed, revealing some flaws in the program.

*City Lawyers: Full-Time Pay, Part-Time Work* was the title for a series of four "perspectives" aired during the 10 p.m. newscast of **WBBM-TV Chicago** last February. The series' anchorman/reporter, Walter Jacobson, spent three months investigating 30 attorneys who allegedly worked on cases in their private practices while on city time. While researching the story, Jacobson was denied access to public records regarding these lawyers, in violation of city and state law. The station and Jacobson filed suit against the city, which backed down and supplied the records. It also agreed to draft a new policy making public records available to all reporters.

WBBM-TV also produced a one-hour documentary on the techniques used by news organizations in gathering information for investigative pieces. The program, entitled, *Watching the Watchdog*, was especially critical of the techniques used in the production of segments of ABC's *20/20* (BROADCASTING, April, 27). The program received attention in the national press.

An eight-month investigation of a day-care facility in Chicago by **WBBM-TV Chicago** resulted in *Tiny Town*, a half-hour expose revealing the run-down conditions of that facility. The center has been closed and indictments have been handed down against the operating officers for misuse of funds. During the station's investigation, state officials discovered 50 other centers with similar problems. Licensing procedures for such facilities have since been revised.

Use of a controversial industrial solvent, DMSO, in arthritis treatment was investigated by **WTEN(TV) Albany, N.Y.**, in 1979. Over the past two years, the station has updated its series with interviews with a retired state employee, who had been treated with DMSO, featured in its initial story. Following the station's most recent series of reports, arthritis specialists held a news conference to underscore their opposition to DMSO.

A reporter and photographer from **WKOW-TV Madison, Wis.**, spent nearly 70 hours a week for three weeks with a local motorcycle gang that for many years had refused all requests for interviews or pictures. What resulted was a 12-part series, *Inside*

*the C. C. Riders*.

Children were the topic of several **WISN-TV Milwaukee** investigative reports. One report focused on the shortage of people willing to adopt a plethora of available children. Another report examined parents wanting to see their children after giving them up for adoption. State law to that point had sided with the parent, despite the wishes of the child, but a newly passed law states that a person relinquishes control and has no further claim on a child after adoption. The bill came about after WISN's reports.

In **KAIT-TV Jonesboro, Ark.'s**, investigative stories, the station found a rural water association that had failed to meet the needs of its customers through inexperienced contract work, mismanagement and politics.

Another KAIT-TV report on government regulations that encouraged the elderly to go to nursing homes found that in-home programs would save taxpayers money and benefit the aged and their families.

The business of much of **Rock Island, Ill.**, has been the railroad of the same name, but with rail fortunes declining, **WHBF-TV** undertook a 30-minute documentary, *She Was a Mighty Good Road*, that chronicled its rise and fall. The special relived some of the railroad's prouder moments with historical footage in addition to a look at its status today.

Even in smaller markets there is investigative work that can be done as, for example, at **WGAN-TV Portland, Me.** The station has done five-part reports on the effects of acid rain, the shutdown of the Yankee nuclear power plant, a state referendum on slot machines, the tree industry and an award-winning report on the state lottery that sent the station inside its own studios where the lottery was done. The station in effect investigated itself and produced state action to avoid improprieties in the process. One change was the removal of the drawings from WGAN's studios.

A city fire crew watching a car burn in a neighboring jurisdiction which the crew had to get permission to enter sparked an investigation by **WFBC-TV Greenville, S.C.** The station brought fire and political leaders together in a half-hour public affairs show to debate the issue, which, the station reports, is still pending action.

*The Call for Action* ombudsmen segment on **KGTV(TV) San Diego** has proved a success. A man running a fraudulent home improvement business is now in jail and was ordered to return \$100,000 to people who helped expose him on the station's segment. An 18-count felony charge was filed against a local furniture owner after KGTV's investigations.

Dayton, Ohio, is 50 miles northeast of Cincinnati and accounts for a significant percentage of homegame attendance at Cincinnati Reds baseball games. That

being the case, **WKEF(TV) Dayton** produced a news report on the baseball strike and its economic impact on Dayton—jobs lost, decline in restaurant business and beer sales, and how sports fans were filling a sudden void in their lives.

WKEF also produced a number of five-part series. Topics included: blind persons fending for themselves; sudden infant death syndrome; local musical talent hoping to succeed in the business; exercise, nutrition and health spa rip-offs, and an analysis of new ideas and products on the market designed to conserve gasoline.

## Cable

Cable's answer to broadcast stations' investigative teams may find its best representative to date in **Warner Amex's Qubesumers** program in **Columbus, Ohio**. A recent 11-week investigation revealed treated waste material from airplane holding tanks was being discharged over the Columbus area. The report began when reporter/producer Jon Steinberg acted on a local resident's complaint. U.S. Senator John Glenn has asked the Federal Aviation Administration to look into the matter.

One of the channels on **Warner Amex's Hampton, Va.**, system runs a daily anti-crime show that includes mug shots of criminals and information on their appearance and habits. The service was inaugurated in March and aided in the successful netting of two criminals. Last year, Warner aired a one-hour film on many of its systems on the hearing impaired, and provided sign language.

**Warner Amex's Somerville, Mass.**, system was on the scene when a train collision caused the release of 13,000 gallons of toxic chemicals. The news crew stayed in touch with the mayor, police and hospital authorities and aired reports through the day and night.

**Continental Cablevision's Morton Grove, Ill.**, system covered live four hours of public hearings on gun control. The cablecast instilled so much interest that the meeting hall soon overflowed and a color monitor had to be set up for those outside the hall. By the next morning, the city council had decided to ban the sale and possession of handguns in Morton

Grove, giving owners and merchants 90 days to dispose of their handguns. The video and audio feeds were used by four local Chicago television stations, CNN and the networks' morning news shows.

When a natural gas shortage hit **Lowell, Mass.**, **Colony Cablevision's** system there covered the story side-by-side with broadcast stations. The cable system produced two half-hour shows examining the emergency efforts under way to obtain energy, got statements from political officials and announced school and plant closings.

A hazardous waste dump site near **Woburn, Mass.**, spurred **Colony Cablevision's** Woburn system to produce a documentary. The hour-long show was followed by a two-hour live panel discussion that included questions from the community. The site had attracted national attention when Woburn's higher than average cancer rate was discovered.

Among the local origination efforts of **Colony Cablevision's Hialeah, Fla.**, system has been the simulcast in English and Spanish of local high school football games. The cable system has also set up a Junior Achievement company, and has produced a crime prevention show, in two languages, that included a panel call-in format setup. In **New Bedford, Mass.**, Colony has found success with a Portuguese-language public affairs show catering to the 70,000 residents of Portuguese descent in southeastern Massachusetts. Weekly news features from Portugal are included as part of the channel's offering.

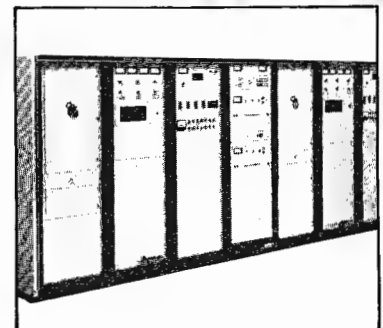
Though it is not required in its franchise, **Teleprompter's Bay Shore, N.Y.**, system produces weekly public affairs programming. One is a phone-in program dealing with matters of interest to local fisherman. Another phone-in show concerns local real estate matters. Teleprompter's **Worcester, Mass.**, system's *Monitor: A Video Magazine* has looked at draft registration, proposals for a local amusement park, property tax cuts and the effects of salvaging the Worcester airport. Teleprompter's **Manhattan** cable system transmits a weekly bulletin board program and health information dealing with nutrition and alcoholism but it has also examined rape, child abuse and teen-age sexuality.

Among the documentaries produced by

the Manhattan system was one on the holocaust. Survivors were interviewed, recounting the horror of the concentration camps. Ellis Island was the subject of another documentary, in which the stories of five people who had been processed through the island years before, and their experiences in America, were told.

**Cox Cable's San Diego** system's consumer shopping guide compares grocery and drug store items and gives viewers information on where the best buy is. The automated channel's data is gathered by local shoppers employed by a newsletter and is updated through the newsletter's computers. The Cox system in **Denton, Tex.**, has several sports shows, one concerning weekend sporting activities and another covering North Texas State football games. Other Denton offerings include twice-daily news updates and community originated shows, *By the People* and *In Context*. In **St. Clair Shores, Mich.**, Cox produces *Illuminations*, a half-hour program in which a local astrologer reads Tarot cards and discusses with people their futures and fortunes. Gordon's *Journal* takes a look at controversial topics such as child molestation, post-Vietnam shock, gay life styles and the American Indian movement. Music and nutrition are the themes of two other weekly shows on the St. Clair Shores system. In **Cleveland**, Cox produces *Colage*, a half-hour talk show on community affairs plus an hour variety show.

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**Cable action.** Panelists (l) discuss hazards of chemical waste site (r) in Woburn, Mass., at studios of Colony Communications local Woburn system.



## Citizen groups blast Senate deregulation proposals

**Nader, Charren and others say that broadcast provisions in budget legislation will put public at mercy of industry**

Broadcast deregulation as proposed by the Senate would "reduce the American people to the status of supplicants" when trying to influence what goes on the air. What's more, the American people cannot tolerate a "clear pattern developing in the Senate Commerce Committee of undermining the legislative process" by trying to force passage of proposed laws that have never been the subject of much public debate.

That was the message last Monday (July 20) when consumer activist Ralph Nader led more than 30 citizen groups and labor unions in expressing outrage over broadcast deregulation passed recently in the Senate version of a giant budget bill (BROADCASTING, June 29).

Nader made his stand at a press conference held the day before Senate and House Commerce Committee conferees began considering the legislation (see "Top of the Week").

"Broadcasters have put themselves in a suppressive role" concerning news that would affect their industry, said Nader. "The groups here represent millions of Americans but we won't get one second of network news tonight."

Nader noted that the Cable Satellite Public Affairs Network (C-SPAN) had the only TV cameras covering the event.

"If broadcasters continue to play their hand this way," he continued, "they'll be confronted with a citizen movement the likes of which they've never seen."

Peggy Charren, president, Action for Children's Television, said "censorship

tactics" by groups like the Moral Majority were the only attempts at broadcast reform that received any coverage by network news. "They covered that because they didn't believe there was any chance it would get through," she said. "They don't cover rational proposals for change."

Although the groups represented oppose the pending deregulation bills, their primary concern last week was voicing concern over the Senate Commerce Committee's attempt to secure passage of substantial changes in communications laws by tacking them to a budget bill. "Neither the House nor any of its committees have had an opportunity to review these measures" said Nader, "but they've been subject to relentless lobbying by broadcast stations."

The committee's "almost arrogant way" of putting the legislation in a budget bill "is an affront to the House," said Don Mathews, U.S. Catholic Conference.

Nader also called attention to the Senate committee's recent passage of S. 898, a common carrier bill containing provisions to prohibit states and cities from regulating rates for cable TV (BROADCASTING, July 20). He mentioned this as an example of the committee's pattern of abusing the legislative process.

Because citizen concern over proposed changes in the law has received little press coverage, Nader said he and the other groups represented were relying on a Democratic filibuster to defeat the proposals. "We believe the House will put a stop to these proposals in a decisive way," he said.

House Energy and Commerce Committee Chairman John Dingell (D-Mich.) has joined Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) in refusing to accept the deregulation bills as part of the budget bill (BROADCASTING July 13).

"The Senate is in the hip pocket of big business," said Nader. "It only exists to be embarrassed, to be exposed." Earlier, Nader had called Wirth the "major bulwark of defense for the American people" in their fight to retain some say in how broadcasters use public airwaves.

Groups represented at the press con-

ference said they opposed broadcast deregulation because it would eliminate any power they have under current laws to influence broadcast programming in the public interest. "As long as the fairness doctrine and license renewal standards are in place, broadcasters have some level of accountability," said Nader. The Senate's deregulation proposals would amount to "seizure of the public airwaves by private monopolistic entities," Nader continued.

The comparative renewal system, which would be eliminated by the Senate proposals, "substitutes the notion of competition in a scarce market," said Jeff Olson, Citizens Communications Center, a Washington-based citizen group.

That system has resulted in women becoming station owners, according to Jane Wells-Schooley, vice president of the National Organization for Women. Wells-Schooley said present broadcast regulations are "one of the few hopes women have for serious consideration" of their issues. Those issues, she said, are too often found only on newspaper "style" pages.

Asked what the most visible result of passage of broadcast deregulation would be, Mathews answered, "the end of localism."

Andrew Schwartzman, director of the Media Access Project, said: "The system is a safety net. The vast majority of stations comply. Regulations are not for them but for the others who do not comply."

Groups represented at the press conference included the National Citizens Committee for Broadcasting, which Nader chairs; the American Federation of State, County and Municipal Employees; the American Library Association; the Anti-Defamation League of B'nai B'rith; the Association of Independent Video Filmmakers; the Department of Professional Employees, AFL-CIO; the National Education Association; Congress Watch; the National Citizens Communications Lobby; United Auto Workers International; the National Consumers League; the Consumer Federation of America; the National Black Media Coalition, and the United Church of Christ.



Nader



Charren



Olson



Wells-Schooley



Schwartzman

## Bill to exclude Canadians from cable ownership introduced

**Legislation in House is opposed by Canadian companies who would have to divest of systems in two years**

Representative Doug Walgren (D-Pa.) introduced a bill last Tuesday (July 21) to prohibit foreign ownership of U.S. cable TV systems. Canadian companies operating systems in the U.S. immediately attacked the bill as anti-competitive and an unfair ploy to influence the franchising process.

The bill (H.R. 4225) would prohibit ownership of cable systems by any company based in a country that prohibits foreign ownership of its own cable systems. Canadians are presently the only foreign owners of U.S. cable systems and Canada restricts foreign ownership to 20% of its own television, radio or cable operations.

Foreign ownership as described in the bill would include corporations in which any officer or director is an alien or more than one-fifth of the capital stock is owned or voted by aliens or their representatives. Canadian-based companies would have to divest their U.S. holdings within two years of the bill's enactment.

The bill is meant to establish reciprocity between cable ownership laws in the U.S. and those of other countries, according to Walgren. It would permit ownership of U.S. cable systems by companies based in countries that do not prohibit foreign ownership of their own cable systems. Countries with limitations on foreign ownership would find their companies faced with restrictions "applied in like manner" on control of U.S. cable systems.

The Communications Act limits alien ownership of broadcast licenses to 20%, said Walgren. Because cable is growing dramatically, providing more and more original programming, "cable operators exercise the same kind of editorial discretion over what U.S. audiences see and hear as their broadcast counterparts."

"There are a number of broadcast channels in a given area or market," said Walgren, but with cable, "it is far more likely that there will be a single cable franchise in a particular community, providing the exclusive vehicle for home video services. In other words, once a city is wired by a cable company, it is wired; a 'natural' monopoly is established."

Philip Lind, president, U.S. Cablesystems Inc., called Walgren's bill "a thinly veiled attempt by a handful of powerful U.S. cable companies to choke free enterprise and free speech under the guise of national security and foreign policy." U.S. Cablesystems Inc. is a subsidiary of Rogers Cablesystems Inc., the largest cable system operator in

Canada.

"In the Senate, those companies declare that their industry is fully competitive ... and ready for an end to federal, state and local regulation," said Lind, referring to the cable industry's victory two weeks ago in getting Senate Commerce Committee passage of legislation to end most cable rate regulation (BROADCASTING, July 20). "In the House, those same companies argue that cable is a monopoly and urge regulation to protect consumers," Lind argued.

The problem of such legislation for Canadian cable companies operating in the U.S. is not just the possibility of its eventual passage. "Domestic cable companies hope to influence the franchise process by holding the threat of legislation like a sword of Damocles over the heads of municipal officials," said Lind.

This is not the first time such restrictions have been proposed. Former House Commerce Committee Chairman Harley O. Staggers (D-W.Va.) introduced similar legislation in the closing days of last year. Prior to that, Midwest Cable Inc., petitioned the FCC unsuccessfully for a rule against foreign ownership (BROADCASTING, Nov. 5, 1979). Midwest holds the franchise for Mount Carmel, Ill.

## More on copyright from register Ladd

**Copyright office head favors elimination of compulsory license but also makes stand for just payments for performer recordings**

Congress should abolish compulsory licensing for cable, but while it's at that, it should also insure that performers are rewarded for the commercial use of their recordings. Or so testified David Ladd, register of copyrights, before the House Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice last week.

On the cable front, Ladd said, the copyright office substantially supported H.R. 3844, introduced by Representative Barney Frank (D-Mass.).

That bill would eliminate all compulsory licensing, exempt cable systems with fewer than 2,500 subscribers from copyright liability, make satellite resale carriers liable for full copyright fees, provide for a one-year transition period before the compulsory licensing was eliminated and eliminate the FCC's must-carry rules.

"The general principle of the copyright law is that copyright owners are entitled to receive fair compensation for the public performance of their works, especially in the case of performance for profit," Ladd said. "Copyright owners will be more confidently assured of rightful compensation if that compensation is determined by contract and the market rather than by compulsory license."

Ladd noted that the old arguments for keeping a compulsory license were no

longer valid: "The cable industry has progressed from an infant industry to a vigorous, economically stable industry. Cable no longer needs the protective support of the compulsory license."

Although the copyright office supported most of the provisions of Frank's bill, it recommended that the bill be amended to exempt the secondary transmission by cable systems of local broadcast signals. And it also recommended that the importation of distant network signals into markets not having a local affiliate be exempted.

Ladd suggested that the transition period in Frank's bill might be extended to at least three years. He also said he thought that even if the must-carry rules were dropped, customer demand would insure that cable companies would still carry local signals.

Ladd said the subcommittee might also want to exempt public broadcasting stations from copyright fees. But he noted that if public stations started selling advertising, they should be treated the same as the commercial networks.

In response to a question from Subcommittee Chairman Robert Kastenmeier (D-Wis.), Ladd said that, contrary to the arguments advanced by cable operators, lifting the compulsory license won't make the acquisition of program rights prohibitively complicated. Ladd said that "middlemen"—program sellers such as cable networks, which supply programs

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ready for performance with all rights and clearances arranged—already exist, and more of them are on the way.

And although Representative Thomas Railsback (R-Ill.) wondered whether lifting the compulsory license would put smaller cable systems at a disadvantage in the programming marketplace, Ladd didn't think that would be a problem. Ladd noted that, in response to cable's demand for programming, an increasing number of program suppliers has emerged. And although for some of those program services the individual subscriber must pay a fee, there are others that are provided free. For still other programming the supplier pays the cable operator to carry the programming. "It is anticipated that this explosive demand for programming by cable will continue to be met by a greater number of program suppliers in the marketplace," he said.

Although Ladd noted that the copyright office was opposed to compulsory licensing in general, he said he thought that "performance rights for copyrighted sound recording may be one of the exceptional areas where a statutory compulsory license is necessary, at least until the right is established and the parties have a chance to form voluntary licensing organizations to assume collection and distribution functions," he said.

Ladd noted that the underlying purpose of copyright—to "reward creativity and encourage individual effort through economic incentive"—was being undermined since "broadcasters and other commercial users have performed sound recording for many years without permission or payment."

Ladd noted that 62 nations now legally recognize a performance right for sound recordings. The United States, a major exporter of recordings, is, however, one of the few industrialized countries that doesn't protect commercial performance of recordings. Since many of the countries that grant a performance right pay royalties only to performers and producers in countries having reciprocal rights, "enacting performance rights legislation would pave the way for U.S. artists to benefit financially from the extensive public performance of their sound recordings abroad," he said.

As a result, Ladd said the copyright office supported H.R. 1805, a bill introduced by Representative George Danielson (D-Calif.).

Under provisions of that bill, royalty fees could be computed on either a prorated or a blanket basis, at the user's option. For a blanket license, large radio stations would be required to pay 1% of their net annual advertising receipts each year. Television stations netting between \$1 million and \$4 million in annual advertising receipts would be required to pay \$750 a year. Those netting more than \$4 million would pay \$1,500.

The bill would also assess discotheques and nightclubs. The Copyright Royalty Tribunal would supervise the distribution of the royalties and fix the blanket rate for users that weren't exempted.

## PTAR comes under attack again

### Chronicle Broadcasting is latest to ask FCC to repeal off-network programming rule

Chronicle Broadcasting, licensee of KRON-TV San Francisco, WOWT(TV) Omaha, Neb., and KAKE-TV Wichita and KUPK-TV Garden City, both Kansas, has petitioned the FCC to repeal that section of the prime time access rule which restricts off-network programming on network-affiliated stations in the largest 50 television markets. Off-network programs are those which have been previously aired on a national network.

The rule, among other things, prohibits those stations from airing more than three hours of such programming during prime time with the exception of children's, public affairs or documentary shows.

Chronicle argued for repeal on several grounds including the rule's unconstitutionality, ineffectiveness and the fact that it gives stations not affected by the rule an unfair competitive advantage.

The group owner contended that the rule illegally restricts the affected stations' First Amendment guarantee to free speech. "Indeed, on its face," Chronicle said, "the rule prohibits network affiliates in the 50 [top markets] from broadcasting certain programming during the first half-hour of prime time simply because of the original source of that programming."

Chronicle also argued that the rule (either the off-network provision or the rule as a whole) has not led to a significant increase in the diversity of television programming during prime time. It cited a similar conclusion drawn by the commission's network inquiry staff last year, which in part stated that the rule "has not produced new networks or new types of programs as much as it has provided incentives to copy existing inexpensive network programs."

It also conducted its own survey of access-period programming shown on network affiliated stations in the top 50 markets. For the purposes of its study, it chose every fifth market according to Arbitron's ranking of the top 50. For each of those 10 markets Chronicle used the November 1980 survey books to determine what programming was being carried on which station during the access period. Of 155 weekday half-hour segments, 88 (56.8%) were game shows. *Family Feud* and *Tic Tac Dough* accounted for a combined total of 67 of those 155 segments. Chronicle found no documentaries to have been aired in any of those slots. "Accordingly," it concluded, "it is difficult to find that the rule has succeeded in offering a significant amount of diverse programming."

Not only does the rule not do what it was intended to do, said Chronicle, but there are also other rules that do in fact limit network dominance over affiliates. Examples it cited included the rules that prohibit exclusive affiliation agreements,

the optioning of time to a network and network control of station advertising rates. Also, affiliation agreements may not be of more than two years duration and networks are prohibited altogether from engaging in broadcast program syndication, it said. "Moreover," it added, "since networks are prohibited from retaining any syndication rights in network programs, off-network programming is no longer owned or controlled by the networks."

Since the rule only pertains to top-50 network affiliates, Chronicle said, the programming choices of those stations "are considerably more restricted than those of independent stations in the same markets or network affiliates in smaller markets."

Independent producers would not decline, Chronicle said, because "independent syndicators provide programming for other important segments of the broadcast day."

## Viacom denies wrongdoing in New York format change

Viacom Broadcasting, in response to petitions by the National Black Media Coalition and two other groups to deny renewal of its licenses for WKHK(AM)-WWRL(FM) New York (BROADCASTING, May 11), has denied that it misrepresented its intentions before the commission and does not serve the programming needs of its listeners.

The groups have charged that Viacom intentionally broke its promise to retain the jazz format of WKHK (formerly WRVR) when it purchased that station along with eight other Sponderling broadcasting properties last year (BROADCASTING, March 31, 1980). Viacom's answer is that the "recommendation to change the format was made by personnel Viacom hired after it acquired its interest in [the stations] to direct the operations of Viacom's radio division." The recommendation was not made until June 1980, three months after Viacom acquired the stations. It said that the petitioners were trying "to elevate a simple format case into a misrepresentation issue" because the Supreme Court ruled in the WNCN Listeners Guild case that format choice is a matter left strictly to licensee discretion and marketplace forces.

As to the program service charge, Viacom said it is meeting the commitments set forth in its renewal applications and "has not significantly changed [its programming practices] since radio deregulation went into effect."

## AMST wants Congress to examine DBS plan

The Association of Maximum Service Telecasters has written Senator Larry Pressler (R-S.D.) urging Congressional hearings on Comsat's proposed direct broadcast satellite service and intervention in any FCC action on DBS prior to a Congressional decision on how the new service should be implemented. Pressler's recent

hearing on rural telecommunications (BROADCASTING, June 29), point up the need for such hearings, said Tom Paro, AMST president.

At that hearing, Comsat representatives said their proposed service would increase video outlets in rural America and serve remote areas where cable or other services are impractical. AMST disagrees.

Comsat's assertion that the present system of local TV stations fails to provide service to 1.2 million households is based on 1973 data, said Paro, and "since then, approximately 100 new regular TV stations have gone on the air along with 1,500 translators."

The low angle of elevation proposed for Comsat's satellites will prevent many mountainous areas from receiving its service, according to Paro. "Fixed satellite use would make available hundreds of communications channels not only for local TV service but for other purposes as well," he said. "The growth of additional local broadcast services to rural America may depend on the availability of various sources of programming via satellite ... and this availability may be undercut if fixed-satellite service is foreclosed from using the spectrum that DBS seeks to occupy, he said.

As of last week, Pressler had not made a reply.

## Constituents most influential with congressmen, says university study

**Survey concludes TV commentators and lobbyists do not have as much effect on legislation as voters**

Congressmen's constituents have more influence on federal legislation than television news commentators, lobbyists, issue ads or editorial writers, according to a study conducted by the Institute for Government Public Information Research at American University and bankrolled by the Marsteller Foundation. It reports that congressional staffers, who control most of the flow of information to congressmen, consider letters and telephone calls from constituents to be the most important communications in developing positions on issues and legislation. Television, the researchers said, has only moderate importance while radio and issue ads have almost none.

For the study, 123 congressional staffers were asked to rank 96 different types of communications according to visibility and effectiveness in influencing congressmen. The types of communications ranged from letters written by constituents to television documentaries.

Of the 96 types of communications, the staffers said the 10 most visible are, in descending order, spontaneous letters from constituents, telephone calls from constituents, the Congressional Research Ser-

vice, articles in major daily newspapers, editorials in major newspapers, visits from constituents, articles in district daily newspapers, the *Congressional Record*, editorials in district newspapers and government publications.

Of the 96 types of communications, six dealt with communications from constituents, and five of those were included in the top 30. Similarly, all six types that dealt with newspapers were ranked in the top 30. Although network TV news ranked 27th, none of the radio categories made it into the top 30. And although 10 categories of issue ads were considered, half of those were ranked in the bottom 10.

The staffers, asked to rank the relative

importance they placed on the sources of the information, said constituents were the most important. The government was said to be the second most important, followed by the print media, the broadcast media, special interests and all others.

The staffers said the most effective means of delivery of information was government information resources. Spontaneous letters were ranked second, followed by orchestrated letters, telephone calls, newsletters, position papers, personal visits and news articles. Out of the 16 rankings in this category, "television/radio commentary" placed 12th, "television/radio talk shows" placed 14th, and issue ads came in last.

## Washington Watch

**Bringing them in.** In light of Malrite decision, where New York appeals court upheld FCC repeal of distant signal and syndicated exclusivity rules, commission has received more than 1,000 registrations since July 1 from cable systems adding, for most part, distant TV signals. That's about four times normal load. Malrite case is being appealed to U.S. Supreme Court.

**Down and out.** Two parachutists were arrested for trespassing after leaping from tower of KTUL-TV Tulsa, Okla., July 15. Station's tower is tallest in state at 1,909 feet and has become Oklahoma mecca for parachutists: More than 10 such incidents have occurred since tower was erected some 15 years ago. Several days before latest jump, five parachutists jumped from tower, landing safely.

**A-OK for WRVL.** FCC Field Operations Bureau inspection of WRVL(FM) Lynchburg, Va.—run by Moral Majority's Rev. Jerry Falwell's Liberty Baptist College—has concluded that station is operating in compliance with commission's technical rules. FOB investigation was sparked by complaints from Lynchburg residents that WRVL was causing interference to other radio and TV signals. Inspectors concluded that interference problems could be resolved "with appropriate grounding, shielding, adjustment and filtering of reception systems." Depending on severity of particular interference problem, costs involved to remedy situation range from "less than \$20 for the simplest case to as much as \$200 or more ..."

**ICA action.** Senate has confirmed James B. Conkling's nomination to be director of Voice of America and James T. Hackett's to be associate director for management, two top positions with International Communication Agency. Conkling has had career in broadcast and recording industries, and is one of founders of National Academy of Recording Arts and Sciences, which presents annual Grammy awards. For past 20 years, he was associated with Bonneville International Corp., which operates four AM, seven FM and two television stations. Hackett joins ICA from Arms Control and Disarmament Agency, where he has served since 1973 as chief administrative officer.

**Study of electorate.** Senate Commerce Committee Chairman Bob Packwood (R-Ore.) introduced bill to establish one-year commission to study impact of communications industry on voter behavior. Introducing bill, Packwood said public concern has not diminished since major networks projected results of 1980 elections before all polls had closed. In addition to establishing commission, bill would forbid FCC to prohibit broadcasters from projecting or reporting election results (BROADCASTING, May 11).

**Money matters.** Senate Appropriations Committee has reported bill containing supplemental appropriations for some agencies and rescissions for others. Among agencies approved to receive more funds for 1981 was FCC, which would get extra \$3,437,000 for increased salary expenses. Among losers was Federal Trade Commission, for which committee approved rescission of \$226,000, and Board for International Broadcasting, rescission of \$7,357,000.

**Cutting the pie.** Copyright Royalty Tribunal has distributed 50% of 1978 cable royalty fees, having held that pending appeals of its 1978 distribution wouldn't be affected by partial distribution. Under CRT's partial distribution, program syndicators received \$5,977,500; joint professional sports claimants and National Collegiate Athletic Association received \$956,400; Public Broadcasting Service \$418,425; American Society of Composers, Authors and Publishers \$193,671; NAB \$187,491; Broadcast Music Inc. \$154,219; and SESAC \$10,760.

## Teletext standard put before FCC by CBS and TVS

**Proposed technical parameters, representing common standard, could define teletext/videotext systems for North America; British voice opposition to plan**

CBS and Telidon Videotext Systems delivered to the FCC last Tuesday identical sets of proposed technical parameters and rules for teletext which they hope will be adopted as the teletext standard in the United States.

The parameters and rules represent the common videotext/teletext standard—which CBS and TVS are perhaps prematurely calling the North American Teletext Specification—reached early this year by CBS, AT&T and proponents of the French Antiope and Canadian Telidon systems (BROADCASTING, May 25).

CBS modified its July 1980 filing proposing adoption of the Antiope system to reflect the common standard. It was the first formal proposal of TVS, a Stamford, Conn.-based company promoting the use of Telidon technology in the United States.

At the same time CBS and TVS made their filing, the United Kingdom Teletext Industry Group, comprising proponents of the incompatible British Ceefax/Oracle system, condemned the standard. In reply comments on its petition to make the British system the United States standard, the group asserted the common standard would probably “prevent the development of teletext as a public service independent of videotext in the United States and, at a minimum, stifle teletext development ... for as much as a decade.”

If the FCC adopts the common standard, it will be the teletext standard for most of North America. According to TVS, the Canadian Department of Communications published the standard on June 19 and it “is now in effect as the official teletext standard in Canada.”

The FCC's adoption of the common standard would also mean that teletext services in the United States would be compatible with videotext systems implemented by AT&T and any other venturer that adhered to the standard. Since videotext services are transmitted by telephone line or cable, federal standards are not necessary.

According to CBS, a teletext decoder could be used to receive and display videotext transmissions. The converse, of course, would also be true: Videotext

decoders could receive and display teletext transmissions. This cross-service compatibility, CBS said, will “fuel consumer demand for teletext receivers/decoders which will in turn reduce significantly the volume-sensitive cost of integrated circuits used in teletext decoders, placing teletext well within the means of the general public much sooner than had been anticipated.”

One of the keys to all this compatibility is the Presentation Level Protocol, a common coding scheme defining the digital information that triggers the display of text and graphics on the television screen. PLP was developed by AT&T with the assistance of the Canadian Department of Communications and was later modified by CBS and the French for compatibility with the Antiope system.

The PLP is a catch-all, containing many levels of graphics capability, ranging from simple alphamosaics to elaborate alpheometrics, enhanced by scores of colors and animation.

The degree of sophistication to be found in any teletext or videotext system will depend on the system operator. Videotext systems, which generally enjoy high-capacity transmission lines, will tend to make use of the sophisticated graphics. Teletext systems, with transmission paths restricted to a few lines of the vertical blanking interval, will probably opt for the simpler alphamosaics. CBS has already indicated it will stick with alphamosaics for its teletext experiments in Los Angeles.

Teletext and videotext operators will have an economic incentive to use the simpler graphics; as the sophistication of

the graphics increases, so does the cost of the decoders.

Use of the PLP not only permits compatibility among teletext and videotext users, but also among systems of different graphics capability. Systems designed in accordance with the PLP, CBS said, “can be compatible, both downward and upward, with receiver/decoders of varying sophistication.”

To achieve complete compatibility, CBS and the Canadians also had to agree on a transmission standard, the technique for transporting the encoded teletext information in the vertical blanking interval of a conventional television signal. Since the transmission scheme proposed last week differs little from the one CBS proposed last year, it appears the Canadians did most of the compromising to achieve the compatibility. As CBS pointed out at the time of the announcement of the common standard, compatibility was possible because both systems were designed as variable format systems in which the transmission method is independent of the coding scheme.

In previous filings, CBS asked the FCC to make lines 15 and 16 immediately available for teletext use and lines 10 through 14 available upon a showing that their use does not cause interference with normal television reception.

CBS and TVS last week asked that two more lines, 17 and 18, also be allocated to teletext. The FCC now requires that remotely controlled television stations use the two lines for test signals, CBS said, but it has begun a rulemaking to drop the requirement. If the FCC eliminates the requirement, CBS proposed, the lines should be turned over to the teletext service.

Use of the additional lines, CBS said, is a “more efficient utilization of the vertical blanking interval for the benefit of the general television viewing public and especially for the hearing-impaired.” CBS has proposed using part of its teletext capability for the broadcast of closed-captions for the deaf.

In their comments, the British proponents of the Ceefax/Oracle system argued that the use of decoders compatible with the common presentation level will be far more expensive than decoders based on the British technology. A teletext standard incorporating the common presentation level will “require decoders so complex that the lowest level [mosaic] decoder will be approximately four times as expensive as the lowest level British decoder and approximately three times as expensive as the British teletext Level Three decoder, even though the latter would provide far more sophisticated graphic display.” The

**Other happenings.** *Les Echos*, the leading French financial daily, announced that a number of French Antiope proponents are forming a joint venture to develop, market and sell turnkey Antiope teletext and videotext systems in North America.

The yet-to-be-named venture pulls together companies possessing all the elements necessary for a turnkey system: *Les Echos*, which claims to have “broad experience as an information provider” (31%); Cap Gemini-Sogeti, a software firm (13%); C.C.S., a decoder manufacturer (13%); Unitel, a manufacturer of Antiope editing systems (13%), and another company still in its formative stages, Antiope and Intelmatics Inc., which hold all the foreign marketing rights to the Antiope technology (30%).

The company will be based in Washington and backed by a \$1-million capital investment from its partners.

British system, proposed for the United States, has five levels of graphics capability, to be introduced gradually from least to most sophisticated as the market demands.

The British also contended that the compatibility of teletext and AT&T videotext systems "should not be a paramount consideration for teletext standards." They said compatibility is important only if AT&T videotext becomes a mass-market service. Based on AT&T's own projection that videotext penetration will be only 7% by 1990, the British said "it does not appear that the mass-market residential use . . . will occur, if at all, for a substantial period of time."

The British also pointed out the common presentation level is not compatible with the standard adopted by 26 European countries, including England. The international incompatibility will create a trade barrier against the free flow of videotext and teletext goods and services between Europe and North America," the British said.

The British reiterated also an argument that they have made many times: The variable format transmission system necessitates complex decoders and additional expense. "Variable format transmissions were developed for wireline use, and while they are suitable and necessary for videotext transmissions, they are not suitable for teletext." The British Ceefax/Oracle system is a fixed format system.

The actual rules that CBS and TVS submitted to the FCC were brief and dealt almost exclusively with transmission standards. They proposed a variable format system with a data rate of 5.72 megabits per second, which is 364 times line frequency and eight-fifths times the color subcarrier. "Each data line will consist of three synchronizing bytes, a five-byte packet prefix, the data block and, optionally, a suffix of one, two, or three bytes at the end of the data block. Codes associated with the start and end of teletext display rows can occur at any position within a data block."

The CBS and TVS proposal, as well as the British proposal, will be considered in the context of a rulemaking or notice of inquiry that will probably be initiated this fall.

## The users agree: U.S. needs defined telcom policy to compete worldwide

**Wirth subcommittee hears American data-flow industry is in danger of being outgunned by competitors**

The U.S. government must develop a policy on international information trade if it is to maintain its leadership role as a seller of ideas, witnesses told the House Telecommunications Subcommittee last Wednesday (July 22). The panel's members have heard this claim before (BROADCASTING, May 4), but last week was the first time they heard it from users of telecommunications services.

In previous hearings, providers of international telecommunications services—data processing and consulting firms—have testified that their business overseas is threatened by policies being developed in other countries to restrict U.S. companies from gaining too big a share in the international data-flow market. These firms also have appeared before the House Government Operations Committee, which has approved a bill (H.R. 1957) to create a cabinet-level task force to oversee and develop U.S. international telecommunications policy. That bill, introduced by Representative Glenn English (D-Okla.), has received a negative recommendation from a House Foreign Affairs Subcommittee, which maintains that such a task force would supplant the authority of an existing interagency panel chaired by Undersecretary of State James Buckley.

For users of international telecommunications services the biggest problem is rapidly increasing costs, brought about by tariffs and taxes imposed by other governments that own the telecommunications service industries in their countries and depend on them as a major source of revenue. They also face uncertain and often-changing regulatory policies in these countries, a situation that makes it difficult for companies to plan future development overseas.

"We're not sure how Congress can help

overcome these problems," said B.C. Burgess, director of telecommunications regulatory policy for the Bank of America, "but we're glad you're looking into it now."

Building international telecommunications networks is a relatively new trend growing primarily among a few, large companies. "We're only at the beginning of understanding and grappling with the problems of international trade and telecommunications," said Joan Spero, vice president for international trade for American Express Corp. Spero and Gaige Paulsen, director of Telecommunications for Motorola Inc., agreed the U.S. government should approach the problem as a trade issue. Some countries are raising the issue of privacy in an attempt to inhibit the operation of international information networks, according to Paulsen.

Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) said his biggest problem in dealing with international telecommunications trade issues is lack of a constituency supporting his efforts. ("You can only run ahead so long before getting shot," he said.)

David Birch, director of the Program on Neighborhood and Regional Change at Massachusetts Institute of Technology, said his research indicates that cities and towns whose economies are shifting from manufacturing to services are usually not aware such a shift is taking place and do not plan their investments accordingly. He also said the U.S. government has not redirected its investments—in research and development, for example—to shift from a manufacturing dominated economy to one overwhelmingly involved in services.

## FCC freezes FM grants that may interfere with TV channel 6

**It puts some CP's on hold for stations between 88.1 and 89.3 until it can clear up adjacent channel interference**

In its on-going effort to solve the interference problems to TV channel 6 caused by educational stations in the lower part of the noncommercial FM band, the FCC has instituted a temporary freeze on grants of such FM's within the grade B contour of any existing channel 6 station (BROADCASTING, July 20).

The interference problem exists because channel 6, which occupies the spectrum between 82 mhz and 88 mhz, is located right next to the reserved noncommercial FM band which begins at 88.1 mhz. Although the reserved FM band includes 20 channels (from 88.1 mhz to 91.9 mhz), the interference caused to channel 6 stations is largely caused by FM stations in the lower part of the band (88.1 mhz-89.3

**The way it works at SBS.** Satellite Business Systems, McLean, Va., has a tariff with the FCC describing the terms under which it will lease transponders on its three 12-ghz satellites to broadcasters and other users. As previously announced, SBS will lease six transponders. Four will be available for two years starting Jan. 1, 1982, and two will be available for three and a half years starting on that same date. SBS has only one 10-transponder satellite now in orbit and made clear that offering is contingent upon successful launch of SBS II next month and SBS III in early 1983. ■ SBS will not assign specific transponders to its customers, but instead will award six "transponder service positions." The higher the customer's position number, the greater his protection from preemption—and, of course, the greater his cost. All the positions are preemptible. ■ Annual costs for the six positions range from \$3.2 million for position six to \$1.8 million for position one. SBS said it will auction transponder positions for which it receives more than one order, and that it retains right to move customers from transponder to transponder and from satellite to satellite. Customers will have to provide their own uplinks and downlinks, SBS said, and will be permitted to resell transponder time to other users.

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mhz). It is construction permit grants for stations on these lower channels that the commission is putting a freeze on until it can come up with some rule changes to remedy the situation.

One exception to the FM freeze is where the proposed FM station is transmitting off the same tower as the channel 6 station. In that situation the signal strength ratios of both stations remain constant and interference is for the most part avoided.

Broadcasters and the FCC seem to be at odds as to the extent and possible solutions to the problem. The commission committed a basic allocations error, broadcasters charge, by not putting a guard band or buffer between channel 6 and the first reserved noncommercial channel, such as exists between TV channels 4 and 5. Similarly, the broadcasters suggest, the commission has also failed to establish a set of allocation standards such as those established for TV which prohibit adjacent channels from operating in the same market. The problem was compounded, they say, when the commission required FM stations operating in the reserved band at 10 watts to increase their power—in the name of spectrum efficiency—or move out of the reserved band.

The National Association of Broadcasters, which has a special committee devoted solely to the channel 6 problem, has suggested a number of possible remedies to the commission including:

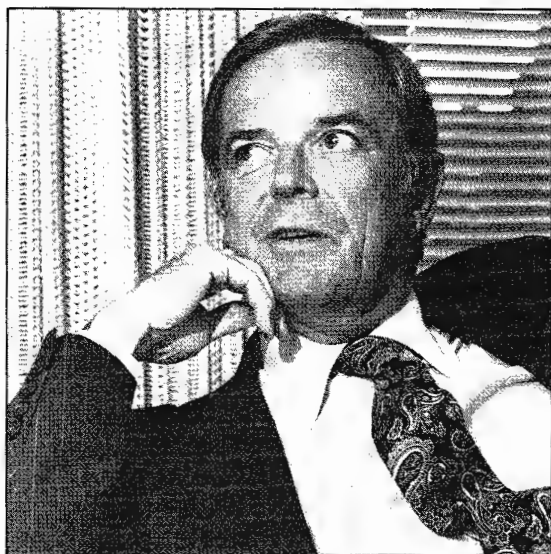
- Establishing a table of allocations for FM stations in the reserved band.
- Developing certain "pre-emptive" rules whereby new FM's would not be licensed if it was "quite obvious" that interference to a channel 6 station would result.
- Requiring interference-causing FM's to pay for filters or signal traps for TV receivers.

NAB believes the problem is widespread, and that there is the potential for devastating problems when the hundreds of pending applications yet to be processed are considered. Every channel 6 station in the country is affected to some degree, NAB and others say, whether the stations are aware of the problem or not.

In an NAB survey of 51 channel 6 stations around the country (47 responded), 53% said they experienced some degree of interference from existing noncommercial radio operations. WITI-TV Milwaukee reported that some 450,000 viewers were affected and that another 100,000 might be affected if the pending FM applications are included.

The commission steadfastly denies that it committed an allocations error, and maintains that the problem is essentially receiver-oriented. John Morgan, chief of the Broadcast Bureau's FM facilities branch, told BROADCASTING that nationwide, there are probably "less than 10" cases involving widespread complaints of interference to a channel 6 outlet. Ten instances out about 1,100 noncommercial radio stations is not something that requires "a major allocations change," he said.

# Programing



Schneider



Lack

## MTV latest to emerge from WASEC's bag of programing tricks

**Music channel is designed to break new media ground—concept that guides Schneider, Lack and company as they translate long broadcast experience into cable innovation**

Question: What would you have if you took NBC's boy-wonder radio programmer, the general manager of ABC's FM adult rock station in Chicago, and the former general manager of FM sales for CBS Radio, mixed them together with a new computer scheduling system for a rock-and-roll format, then went back to record masters for quality stereo sound, and threw the result up on satellite?

Answer: What Warner Amex Satellite Entertainment Co. is calling Music Television (MTV), a new cable service set for an Aug. 1 launch.

There are several other pieces to the MTV picture: video to match the music, a staff of 74 that's made up largely of people with record industry and radio backgrounds, and a new secret weapon in the form of what WASEC says are the first Ampex stereo television cart machines in existence. WASEC President John Schneider promises that MTV will be "the first example of what stereo television will mean to the average viewer" and that it will offer "quality vastly superior to the [sound] quality of FM stereo."

A hint of what WASEC staffers think the impact of MTV will be can be found in the selection scheduled to be the first song over MTV—The Buggles' "Video Killed the Radio Star."

MTV, of course, is only one of the irons Schneider has in the fire. WASEC started off with pay movies—The Movie Chan-

nel—and then added the children's service Nickelodeon (on which it now also carries the ARTS service from ABC in a partnership arrangement). With MTV, WASEC becomes the only programmer to offer three channels of satellite service to cable operators, and it's no secret that other channels are coming from the company.

Right now, TMC has 1.1 million pay subscribers on 1,175 systems; Nickelodeon is available to 4.75 million basic subscribers on 1,200 systems; and MTV will launch on 160 systems, reaching 2.1 million basic subscribers.

Talking recently about the evolution of WASEC, a joint venture between Warner Communications and American Express that's constituted as a sister company to Warner Amex Cable Communications (WACC), Schneider looked at the development process "philosophically."

"We got into this business giving HBO and Showtime a de facto head start... and had to find a peg, a niche. We saw that what people wanted from pay was movies... and we synthesized an entry level posi-

tion, offering movies and only movies, and differentiating ourselves from HBO and Showtime."

Schneider draws a comparison between cable and major market radio in explaining the rationale for programing his channels as "one thing and one thing only all day long." John Lack, WASEC's executive vice president, likes to use the phrase "We're not HBO and we know why."

Schneider and Lack both come from broadcasting backgrounds—Schneider's 28 years with CBS included serving as president of the CBS/Broadcast Group and Lack was a vice president with CBS Radio before moving to WACC, then to WASEC. The MTV concept is credited as Lack's brainchild, and the WASEC personnel working on it include Bob Pittman, former program director of WNBC(AM) New York (who serves as WASEC vice president of programing); Larry Divney, former station manager of WLS(AM) Chicago, and now WASEC vice president of advertising sales, and Robert McGroarty, WASEC vice president, marketing who had formerly served with the CBS FM sales team.

Those people are only the tip of a veritable iceberg at WASEC—in 18 months the staff has grown from about 70 to over 400, and Lack says 1982 will see 500 on board. That rapid expansion is one of the reasons WASEC isn't yet making any money. (Then again, of the three major cable networks—HBO with its two services, Showtime and WASEC—only HBO is in the black, thanks largely to the jump it got on the rest of the industry). Schneider doesn't appear to be in a hurry on that score, declining to predict a turnaround

**What's in a name.** Acronym-wise, the initials of Warner Amex Satellite Entertainment Corp. (WASEC) and Warner Amex Cable Communications (WACC) leave something to be desired. Nevertheless, that's what insiders and outsiders are up against unless they want to use the long-form versions (or simply say "Warner Amex," which is applicable to both but doesn't accurately define either). So what's the approved in-house pronunciation? For WASEC "Way-sack." For WACC its "Wacky."

point, and saying only "the sooner we're profitable, the less successful we'll be in the long run. If we want to provide five or six channels, then if we're profitable too soon, we can't reinvest." The WASEC president believes "this is not the time to look for a quick profit in cable, it's a time to build." Schneider says, "we're fortunate to have parents who... take the long view of cable."

In taking that long view, Schneider pictures WASEC as well-positioned whichever way the cable market turns. The Movie Channel, he notes, is a pay service. Nickelodeon is a basic service underwritten solely by fees from cable operators. MTV will be advertiser-supported. "As the business evolves, we'll have hands-on experience in each area," he says.

Schneider suggests the industry will evolve combinations of those types of services in its efforts to fill 50 and more channel systems. But one combination that won't be seen for the "foreseeable future" is advertising on The Movie Channel. Schneider's view is that WASEC has evolved "a compact" with subscribers—they feel that paying for movies entitles them to freedom from commercials. That idea is bound up in what Schneider says is one of the "lessons" he learned as a broadcaster and that it's carried over into the cable business. "In this curious relationship with the consumer/viewer, they come to know what to expect from you; as long as you don't surprise them, they're with you."

Thus, claims Schneider, WASEC gets no complaints when it runs R-rated films "day or night." "We've told subscribers we run all our movies, all the time." He compares that to his days at CBS, when, he says, an audience primed to expect controversy on *All In the Family* had "no complaint," but yet had a "terrible" reaction to the suggestion on a *Mary Tyler Moore Show* episode that a date may have spent the night at Mary's—"that wasn't what they were taught to expect."

Something else Schneider says he learned in broadcasting is that "I don't want to be a fourth or fifth network." "People who are doing network style programs [an obvious reference to HBO and

**Threat or promise?** Cable entrepreneur Ted Turner, told a House Subcommittee last week that eventually everything in sports will be on pay TV except the World Series and the Super Bowl.

Turner, who owns Turner Broadcasting System, the Atlanta Braves baseball team and Atlanta Hawks basketball team, told the Subcommittee on Monopolies and Commercial Law that baseball would not be hurt if it lost its antitrust exemption. He has said on other occasions that sports are abandoning broadcast for pay cable TV, perhaps most recently before the Subcommittee on Courts, Civil Liberties and the Administration of Justice, which is considering new cable copyright laws (BROADCASTING, June 22).

Showtime specials and series] will get the fourth and fifth look" at producers ideas, Schneider maintains, because the three commercial networks "are the ones that can afford to spend the money." "Why play the network game?" he asks rhetorically, "I've already done that. We're going to do something different."

Lack, when he starts describing some of the "different" approaches WASEC is taking to television, strikes an effective counterpoint to Schneider's almost senatorial style. Embodying a description Lack uses for WASEC—"almost a little evangelistic"—he insists "we don't need more TV—we need specialized TV for selective audiences." The "rock-and-roll-television" of MTV is one way, and a games channel and a shopping channel are the next projects on Lack's list.

Games, he says, just had their first test in Columbus, running "game show type games" with the audience participating. One game gave clues to where a car was hidden—the finder getting to keep it. Another was "telephone bingo," with the home telephone number serving as the bingo number.

Later this year, there will be a three-city test of Games, that will be satellite delivered, and Lack thinks the full 24 hour games channel could be in opera-

tion by late 1982.

Shopping is set to go to pilot next month according to Lack, with a "representative hour" ready by next August. Current plans would envision the cable operator functioning as a retailer, getting a percentage of retail sales in that territory for products carried on the channel. WASEC, says Lack, will "handle merchandising, demonstration and fulfillment," and he notes the direct marketing expertise conspicuous in each of WASEC's corporate parents.

Providing all those cable services requires one resource WASEC has in abundance—transponders on cable satellites. Schneider's outfit holds four on Cable Net One, two on Cable Net Two. That's a tie with HBO for current transponder dominance. It's something of a touchy area at the moment for WASEC; the company was just hit with a \$28 million breach of contract suit by Rainbow Communications regarding one of the transponders (BROADCASTING, July 20). Schneider, citing that litigation, won't discuss specifics of WASEC's stockpiling of transponders. But looking at the future, he says he sees the current transponder shortage "that we [the industry] may or may not be feeling" as "an intermediate length problem," and that by the end of the decade, there would be sufficient capacity to serve the needs of major market systems, with their 56-100 channels, from three satellites. The cable future that Schneider envisions would be "two-tier" situation, with "small markets driven by 36 channel systems" and the larger systems limited to the major markets.

Along with serving satellite transponders, WASEC also is constructing a new operations center in suburban New York, which will have the capacity to uplink 10 transponders. The formal opening of the center isn't scheduled until October, due to construction delays, but it will be operational in time for the MTV launch—it has to be, the Ampex cart machines are there. Lack expects that by the time MTV starts, 25% of the advertising time will be sold, with average spots bringing \$400 to \$1,200. "Right now they're buying on faith," says Lack of advertisers.

The marketing emphasis at WASEC comes to the fore in the effort mounted for MTV. The pitch to cable operators is that because the service will appeal to the youngsters in a cable family, they'll be a push over for second set attachments, FM stereo hookups, both of which operators can charge for. And MTV, says Lack, give cable systems "the first piece of advertising they can sell that's not already on the set," that isn't in some form offered by commercial television or duplicated on other cable services.

"It's fun, its exciting, its exhilarating." That's Lack's description of the process of pulling MTV together. And in his mind "it's what we came here to do... it's what cable should be all about."

What WASEC is all about is perhaps best summed up in Lack's words: "It's a marvelous time to be in this business with vision and a few bucks in your pocket."

## PlayBack

**Mothball games.** If baseball players' strike continues to end of season, NBC Radio Network plans to distribute package of four vintage World Series games, first to its affiliates and then to other interested stations if former turn it down. Stations committed to package, which includes one of original 1936 New York Yankees vs. Giants World Series games, with sportscaster Red Barber calling play-by-play, are Yankee station WABC(AM) New York, Oriole station WBFB(AM) Baltimore and Detroit Tigers station WJR(AM). Package is selling well and it has spawned great deal of advertiser interest, according to NBC spokesperson.

**First fives.** The top five songs in **contemporary radio airplay**, as reported by BROADCASTING's *Playlist*: (1) *The Greatest American Hero* by Joey Scarbury on Elektra; (2) *The One That You Love* by Air Supply on Arista; (3) *Slow Hand* by the Pointer Sisters on Planet; (4) *Hearts* by Marty Balin on EMI; (5) *I Don't Need You* by Kenny Rogers on Liberty. The top five in **country radio airplay**: (1) *I Don't Need You* by Kenny Rogers on Liberty; (2) *Too Many Lovers* by Crystal Gayle on Columbia; (3) *Prisoner Of Hope* by Johnny Lee on Full Moon/Asylum; (4) *Feels So Right* by Alabama on RCA; (5) *Rainbow Stew* by Merle Haggard on MCA.



**Talk debut.** ABC officials gathered to announce the start of a new national talk network scheduled for early 1982 launch. L-r: Edward F. McLaughlin, president, ABC Radio Networks; Ben Hoberman, president, ABC Radio; Michael Jackson and Dr. Toni Grant, KABC(AM) Los Angeles air personalities; George Green, VP and general manager, KABC, and Michael Hauptman, VP, ABC Radio Enterprises.

## Talk network the next for ABC Radio

**Originating from KABC(AM), new service will be delivered by Westar III starting in 1982**

The ABC Radio Networks and ABC Radio Enterprises last Monday (July 20) jointly announced the creation of a new nationally distributed talk radio program service which will debut on the network in early 1982. ABC executives told reporters at a news conference held at the network's Century City headquarters in Los Angeles that the service will provide up to 18 hours of programming daily. It will be delivered live, by satellite, through facilities of Wold Communications, based in Los Angeles.

The project is the first for the newly created ABC Radio Enterprises. The network vice president in charge of that unit, Michael Hauptman, joined ABC Radio Networks President Edward F. McLaughlin, in asserting the new service "answers the growing need for quality talk programming for stations seeking cost effective audience building options. Unlike other national talk programs, it will be customized for each local station." Individual broadcasters will be able to insert up to 14 minutes of local commercials per hour and listeners from all areas will be encouraged to telephone program hosts through a special number.

Origination point for the first program offerings will be KABC(AM) Los Angeles. KABC's Michael Jackson, host of a morning news-oriented talk show, and Dr. Toni Grant, a psychologist, are the first personalities announced for the service, with others to follow within the next several weeks.

The talk shows will be distributed via

Westar III's transponder four in all time zones between 10 a.m. and 4 p.m., and midnight and 6 a.m. local time. More program hours will be available to stations at their option.

KABC program director Wally Sherwin is serving as executive producer for the Michael Jackson and Dr. Toni Grant programs. Overall operations of the talk programming service will be overseen by Rick Sklar, vice president of programming for ABC Radio.

ABC currently operates four radio networks (Information, Contemporary, FM, and Entertainment) over land-lines, but has previously announced plans to add two new networks early in 1982 (BROADCASTING, June 8). The two new services are expected to focus on album-oriented rock music and on interests of older listeners. Both the contemporary music service and talk service are being produced by ABC Radio Enterprises, formed as a fourth operating division of ABC Radio last month. Earlier this year, ABC's McLaughlin predicted that all programming produced by his networks would be delivered by satellite by 1984.

The announcement comes just one week after CBS announced plans to introduce its second radio network, this one oriented toward the young adult audience.

Under terms of ABC's agreement with Wold, the latter will provide the network with three full-time 15 khz single-channel-per-carrier transponder channels. Two of those channels will be used to distribute the new stereo music service.

In addition to the transponder channels, Wold will provide ABC with satellite uplink facilities in New York and Los Angeles, and satellite reception facilities throughout the country. Wold is a participant in the Associated Press's earth station sharing plan, expected to grow to include more than 900 stations by the middle of 1982. Wold will supplement the AP system by installing earth stations at stations designated by ABC.

## Kick off dates for fall season begin to firm up

The ill-defined start dates for the new fall prime time television season came into sharper focus last week, as network executives began to reach a consensus on implications of the recently-resolved Writers Guild of America strike. CBS announced it expects new series episodes will begin on the network the week of Oct. 5, with staggered starts for some series well into

### Ratings Roundup

In typical summer fashion, with only nine originals out of 67 prime-time shows, CBS-TV came out on top for the week ended July 19 with a 14.2 rating and 28 share. ABC-TV followed with a 13.1/26 and NBC trailed with a 12.0/24.

CBS took three nights: Monday, Friday and Sunday. ABC had the best averages on Tuesday, Thursday and Saturday. And NBC won Wednesday. The highest nightly rating went to CBS when Sunday's repeat line-up of *60 Minutes*, *Archie Bunker's Place*, *One Day at a Time*, *Alice*, *Jeffersons* and *Trapper John M.D.* averaged a 19.5/37. The lowest score was NBC's Saturday when *Barbara Mandrell*, *BJ and the Bear* and *Games People Play* only brought in an 8.9/21.

Among the week's original programs, ABC's *20/20* newsmagazine was the highest rated with a 16.7/32. An NBC "Big Event" *100 Years of Golden Hits* was next with a 14.2/25. The lowest rated original—also the week's lowest scorer overall—was ABC's *Omnibus* which pulled a 4.5/9. The week's one news documentary, a first-run *CBS Reports: Social Insecurity* earned 12.5/24.

### The First 20

|     |                                             |     |         |
|-----|---------------------------------------------|-----|---------|
| 1.  | <i>The Jeffersons</i>                       | CBS | 22.8/39 |
| 2.  | <i>Trapper John, M.D.</i>                   | CBS | 21.1/38 |
| 3.  | <i>Alice</i>                                | CBS | 20.5/36 |
| 4.  | <i>60 Minutes</i>                           | CBS | 20.2/42 |
| 5.  | <i>Hart to Hart</i>                         | ABC | 20.2/38 |
| 6.  | <i>Too Close For Comfort</i>                | ABC | 19.7/36 |
| 7.  | <i>Three's Company</i>                      | ABC | 18.5/34 |
| 8.  | <i>Facts of Life</i>                        | NBC | 18.5/33 |
| 9.  | <i>M*A*S*H</i>                              | CBS | 17.6/33 |
| 10. | <i>Diff'rent Strokes</i>                    | NBC | 17.5/32 |
| 11. | <i>Dukes of Hazzard</i>                     | CBS | 17.4/35 |
| 12. | <i>Barney Miller</i>                        | ABC | 16.9/33 |
| 13. | <i>20/20</i>                                | ABC | 16.7/32 |
| 14. | <i>Taxi</i>                                 | ABC | 16.6/30 |
| 15. | <i>House Calls</i>                          | CBS | 16.2/29 |
| 16. | <i>Quincy, M.E.</i>                         | NBC | 16.1/29 |
| 17. | <i>The Death of Ocean View Park</i> (movie) | ABC | 16.0/29 |
| 18. | <i>Dallas</i>                               | CBS | 15.6/31 |
| 19. | <i>Laverne &amp; Shirley</i>                | ABC | 15.6/31 |
| 20. | <i>Magnum, P.I.</i>                         | CBS | 15.3/29 |

### The Final Five

|     |                                               |     |        |
|-----|-----------------------------------------------|-----|--------|
| 63. | <i>Best of Times</i> (special)                | ABC | 8.6/17 |
| 64. | <i>Games People Play</i>                      | NBC | 8.3/18 |
| 65. | <i>BJ &amp; the Bear</i>                      | NBC | 7.8/18 |
| 66. | <i>Comedy Theater: Dear Teacher</i> (special) | NBC | 7.8/18 |
| 67. | <i>Omnibus</i> (special)                      | ABC | 4.5/9  |

November. An ABC spokesman said some new product might be scheduled for that network as early as the week of Sept. 28, but also predicted a staggered line-up. At NBC the date most often mentioned is the week of Oct. 5.

Production begins this month on six network series, with 32 scheduled to go before the cameras in August. During September, 22 programs are slated to start, and one is expected to begin shooting in October. One series, ABC's *Best of the West*, completed production of its 13 episodes before the writers' strike began April 11. In general, half-hour shows produced on videotape will be completed ahead of one-hour programs produced on film.

## Networks start to polish fall program line-up

The first of the usual pre-season program changes have been announced by the commercial television networks, as fine-tuning begins for the 1981-82 season.

NBC-TV last week announced the addition of Scatman Crothers, veteran character actor, to the line-up for *The Mickey Rooney Show*, a new half-hour series scheduled for the network's fall line-up at 8 p.m. EDT on Friday. The comedy stars Rooney as a feisty grandfather

who moves in with his college student grandson and the grandson's roommate. The series is produced by Columbia Pictures Television.

Meanwhile, ABC-TV announced its late-night comedy series, *Fridays*, will expand from 60 to 90 minutes this fall. The program is produced by Moffitt-Lee Productions before a live audience at ABC Television Center in Hollywood. The repertory series is seen live on the East Coast and by tape-delay in the West, beginning at midnight Friday, local time.

ABC is also scheduling a new reality-based prime time program *The Krypton Factor*, for a limited run during August and early September. Five half-hour programs, produced by Alan Landsburg Productions in association with MCA-TV Enterprises, will air at 8:30 p.m. EDT Fridays. The program will focus on games and tests of skill.

## Stanton's downfield block for health campaigning praises NBC for CPR series

With praise for a former broadcast competitor and a plea for a national health media campaign, Frank Stanton, former

president of CBS and chairman emeritus of the American Red Cross, went up to Capitol Hill July 17.

The one-time vice chairman of CBS, testifying before the Senate Committee on Human Resources, lauded a public service effort undertaken this month by NBC and 150 affiliates. It includes a series of 30-second spots and 30-minute programs, broadcast at frequent intervals, that seek to stimulate public awareness of the need for cardiopulmonary resuscitation (CPR) training. Red Cross chapters across the country are providing printed information on CPR and a special training program has been tied into the NBC project, which Stanton described as the largest such campaign in history.

This was prologue to Stanton's plea for government action to stimulate contributions to national health campaigns, including a major media campaign to raise the American people's consciousness of health needs and disease prevention. With respect to the latter, Stanton said: "The process of informing the public must include all media with perhaps initial concentration on the effective use of the family television receiver, whether fed by conventional broadcasting, cable, disk or cassette."

## Bottom Line

**Cap Cities results.** Second quarter net income at Capital Cities Communications climbed 18%, to record \$24,301,000, \$1.85 per share. Increase came on 20% boost in revenues, to \$144,141,000. Company said revenues of its Broadcasting Division rose 16% in quarter, "reflecting strong national spot television sales." Cap Cities' broadcasting revenues were \$53,960,000 across quarter, with division's operating income up 16% as well, to \$30,955,000. Company said that "business booked for the third quarter continues to be favorable in all areas, with broadcasting operations showing the largest gains from last year." Losses of company's cable television division edged up from \$721,000 in last year's second quarter to \$787,000 this year; cable revenues in quarter were \$159,000. For first half, Cap Cities revenues were \$267,053,000, with net income up 14% to \$40,655,000, \$3.10 per share.

**Dividing up.** New York Times Co. board of directors boosted dividend on Class A and Class B shares to annual rate of \$1.10, up from \$1, with quarterly payment of 27.5 cents payable Sept. 28 to holders of record Sept. 4. Regular quarterly dividend of \$1.35 per share was declared on company's 5.5% cumulative prior preference stock, payable Oct. 1 to holders of record Sept. 4.

**Columbia quarterly.** Regular quarterly dividend of 15 cents per share was declared by Columbia Pictures Industries, payable Aug. 28 to holders of record Aug. 11.

**Results.** LIN Broadcasting reported 6% gain in net income on 6% revenue increase in second quarter. Record net income was \$4,760,000, 86 cents per share—company said figure would have shown 11% increase save for previously expected operating income loss of newly acquired Milwaukee radio stations and reduction of interest income from funds used for that purchase. Net income for first six months rose 10% to \$7,587,000, \$1.37 per share. Second quarter revenues were \$18,325,000; first half revenues \$31,877,000. LIN says percentage increase in broadcast orders for third quarter "is significantly higher" than 6% second quarter gain.

**Multimedia.** Second quarter earnings of Multimedia were up 17%, to \$6,849,000, 68 cents per share, on revenue increase of 17%, to \$49,921,000. Six months earnings results were up 16% to \$11,233,000, \$1.11 per share, on revenues of \$91,194,000. Company directors also boosted dividend 15%, to 15.5 cents per share, payable Aug. 17 to holders of record Aug. 3.

**Dividend.** CBS Inc. directors declared cash dividend of 70 cents per common share, payable Sept. 12 to holders of record Aug. 26. Preference stock dividend was also declared: 25 cents per share, payable Sept. 30 to holders of record Aug. 26.

**"There's always a good movie on HTN"**

The smart cable operators are targeting with HTN — the \$3.95 G/PG movie channel — going after the 40% who don't take pay TV because it's too expensive or because they object to R-rated material in their homes.

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## Reviewing the prospects for minorities

**National Urban League seminar hears Henry lament difficulties in financing, lack of programing; Outlet's Sundlun offers example of stock participation plan**

At a National Urban League-sponsored panel discussion on opportunities for minorities in telecommunications last week in Washington, broadcast station group owner Ragan Henry expressed his pessimism on the prospects for progress in that area.

Ten years from now, "the results won't be any different," Henry said. Henry related how the economic climate has changed drastically since he got into the broadcasting business in 1974 and has since been able to acquire 14 radio and TV properties.

Where has the opportunity gone then? Interest rates were 6% in 1974, Henry said, noting that only "five interest rate changes occurred during that year with the variations in those changes totaling only 1%."

In 1980, Henry said, "there were 44 prime rate changes, and the variation between the high point and the low point was 10 points."

The financing outlook is so bleak, said Henry, that there is "no way in the present economic situation that minorities can finance their entry into telecommunications—it just doesn't work anymore."

As for low-power television, Henry said that the notion that such a facility could be started up for \$80,000 is a case where "somebody is kidding somebody." He said that the start-up costs would be "four or five times that kind of estimate," excluding programing and overhead costs. "So you may be looking at a million dollar price tag to [run] an effective low-power television station," he said.

As for commission efforts to increase the number of AM and FM radio stations, Henry said new AM stations probably would not be effective competitors while the proposed new FM capacity "does offer a real ownership opportunity."

The key for minority involvement in the emerging new technologies, said Henry, is the development of technical skills. Engineering will be the area where, if minorities "were really wise they'd put a lot of effort into," he said. That will be the largest employment pool from which the telecommunications industry selects workers in the future.

Henry also said that there is a lack of

programing to satisfy the needs of all the different delivery vehicles now being developed. "There is a scarcity of good product," he said. "It has become a seller's market and it's almost an auction." Thus, another good opportunity for minorities in the future of telecommunications is program production, concluded Henry.

Outlet Co. President Bruce Sundlun agreed with Henry that the programing shortage is a serious problem and told the audience how his firm is coping with it: "We merged ourselves with a programing company last week." (The company is Columbia Pictures [BROADCASTING, July 13].)

"The key is to provide a window," said Sundlun, "through which blacks and other minorities might gain access to ownership." He explained how his company offered 10% of the stock of KOVR(TV)

Sacramento, Calif., to local minorities when Outlet purchased that station last year. More than 6.5% of the offering was bought up by minorities at \$2,500 per share, he noted, adding that to date there has only been one sale—which yielded \$6,700, 268% return on the original investment. Several of the minority investors also sit on KOVR's board of directors and they have an "impact" on the decisions effecting the operation of the station, said Sundlun.

He suggested that Outlet's minority stock offering might serve as an "instructional" example for future buyers of major market broadcasts properties. Besides the social benefit derived from such offerings, Sundlun said that it would be in the "self interest" of the station owners to do that because it generates support within the community and helps expedite station transfers before the commission.

## Intermedia

**Here's Jody.** Jody Powell, who lost steady employment as White House press secretary on Jan. 20, has new part-time job, in radio. He does *Jody Powell Show*, Saturdays, 10 a.m. to 1 p.m., on WRC(AM) Washington. Show is one of number of talk shows on NBC-owned station. Powell did his first program on July 18, and, according to spokesperson at station, "got quite a bit of reaction to it—and it was positive."

**On the tube.** President Reagan, feeling political pressure on social security issue, plans to take advantage of opportunity provided him by his office to take his case to country. He will ask television networks for time to explain his position on issue. Reagan disclosed his intentions last week in letter to Senate Majority Leader Howard Baker (R-Tenn.). White House spokesperson said it was unlikely request would be made before this week.

**Cable workforce.** Latest FCC figures reveal that overall minority employment in cable industry for 1980 was 12.8%, increase of .6% over 1979 figure of 12.2%. Female employment in 1980 totalled 32.3% as compared to 32.0% in 1979. Statistics are based on annual employment reports filed with commission by cable operators having five or more full-time employees.

**Here's Johnny.** NBC-TV's *Tonight Show* host Johnny Carson will spend this evening (July 27) entertaining about 500 "friends" of kvvu-TV Las Vegas, independent station Carson has 30% interest in. Annual event, held this year at the Frontier hotel, celebrates station's status as highest-ranked independent TV station in country in terms of audience share, according to station spokesman.

**Relief.** Arlington county, Va., extended franchise of Arlington Telecommunications Corp. (ARTEC) for six years until 1991 on recommendation of three-man task force. Franchise awarded in 1973 was due to expire in 1985. Task force two weeks ago said financially troubled ARTEC needed extension so that it could restructure its capitalization, convert short-term debt into long-term debt.

**CVR takes on CBT.** Campaign for Viewer Responsibility, billing itself as "an interfaith response to the latest activities of the Moral Majority," has opened office in Los Angeles aimed at counteracting influence of Coalition for Better Television, of which Moral Majority is member. Organizers of CVR say they will use lectures, talk show appearances, seminars, publications, petition drives and church meetings to refute message of CBT, which CVR claims is tantamount to censorship. Los Angeles office will be directed by Gregory Schmidt, executive director of Foundation for Alternative Religious Broadcasting, based in Washington. According to Schmidt, group will probably change its name to Campaign for Religious Responsibility to broaden scope of issues it plans to deal with. Schmidt also says Campaign for Viewer Responsibility will offer its services as programing consultants to Hollywood producers.

## President picks KSON's McKinnon to head CAB

President Reagan will dip into broadcasters' ranks for his choice of chairman of the Civil Aeronautics Board. The person said to be assured of the post is Dan McKinnon, 47-year-old owner and operator of KSON-AM-FM San Diego, and a supporter of the President since his days as governor of California. The announcement will be made following a routine FBI background check.

McKinnon, who would succeed Marvin Cohen as CAB chairman, is headed for one of Washington's shrinking agencies. CAB's powers of setting fares and regulating routes of domestic airlines have been whittled away by deregulation, and McKinnon's assignment, reportedly, will be to prepare for the agency's extinction under the government's "sunset" statute.

McKinnon, who ran unsuccessfully for the Republican nomination for Congress from San Diego last year, served Governor Reagan as a member of the state's Con-



McKinnon

sumer Advisory Council in 1973. He is said to be close to Edwin Meese III, counselor to the President.

McKinnon is an experienced airman. He is a former Navy pilot—he served from 1956 until 1959 before leaving the service as a lieutenant—and currently holds a commercial license to fly a variety of aircraft.

McKinnon got into broadcasting in 1961

after about two years on a biweekly newspaper, the *Sentinel*, in San Diego. KSON(AM) went on the market, and he bought it. In 1964, McKinnon put KSON-FM on the air.

McKinnon served two terms in the early 1970's on the National Association of Broadcasters board. He was president of the Country Music Association, a Nashville-based organization, in 1977.

## Changing Hands

PROPOSED

**KCRL(AM) Reno** □ Sold by Virginia K. Cord to Sierra-Pacific Broadcasting Inc. for \$2 million. **Seller** has no other broadcast interests. **Buyer** is owned by John Price and family, who own KARD(AM) Wichita, Kan. Price is also 85% owner of applicant for new TV at Salt Lake City (BROADCASTING, June 1). KCRL is on 780 khz with 50 kw full time.

**WGGG(AM) Gainesville, Fla.** □ Sold by Miller Broadcasting Inc. to U.S. Broadcasting Inc. for \$1,103,400. **Seller** is owned by Howard A. Miller, who owns WMMB(AM)-WYRL(FM) Melbourne, Fla., and WFXW(AM) Geneva, Ill. **Buyer** is owned by Frederick C. Mezey (62%), Robert A. Elkins (35%) and Charles Warner (3%). Mezey is New Brunswick, N.J., attorney

and real estate investor. Elkins is Jersey City, N.J., attorney and real estate investor. Warner is lecturer in communications department of Southern Illinois University and former vice president and general manager of WNBC(AM) New York. They have no other broadcast interests. WGGG is on 1230 khz with 1 kw day and 250 w night.

**KBID(FM) Wichita Falls, Tex.** □ Sold by Mustang Broadcasting Co. to KNIN Broadcasting Inc. for \$950,000. **Seller** is owned by Vernon Beck (50%), Lloyd Sutton, James Warman and estate of Paul Teague (16.66% each), who have no other broadcast interests. **Buyer** is owned by Richard J. Moran (99%) and Richard deButts (1%), who own KNIN(AM) Wichita Falls. KBID is on 92.9 mhz with 100 kw and antenna 920 feet above average terrain.

**WPTN-AM-FM Cookeville, Tenn.** □ Sold by WPTN Inc. to Drue Huffines and Robert W. Gallaher (50% each) for \$650,000. **Seller** is principally owned by Louise Keltner, Naomi S. Turner and J.B. Crawley. Crawley owns 100% of WMSK(AM) Morganfield, 50% of WCND(AM) Shelbyville, and 32% of WLCK(AM) Scottsville, all Kentucky. **Buyer** Gallaher owns 20% of WKXN(FM) Greenville, Ala.; 25.5% of WKYR(AM) Burkesville, Ky., and 75% of WBCE(AM) [CP] Wickliffe, Ky., which has been sold, subject to FCC approval (BROADCASTING, March 23). Huffines is former vice president and one-third owner of WLIV-AM-FM Livingston, Tenn. WPTN is 250 w daytime on 1550 khz. WPTN-FM is on 94.3 mhz with 3 kw and antenna 210 feet above average terrain.

**WCOH-AM-FM Newnan, Ga.** □ Sold by Newnan Broadcasting Inc. to Coweta Communications Co. for \$562,000. **Seller** is owned by James O. Hardin Jr., who has no other broadcast interests. **Buyer** is owned by Dallas M. Tarkenton (50.01%) and Ronald R. Baker (49.99%). Tarkenton owns 100% of WJJC(AM) Commerce and 75% of WJGA-FM Jackson, both Georgia. Baker is president and 39% owner of WNFR(AM) Alpharetta, Ga. WCOH is on 1400 khz with 1 kw day and 250 w night. WCOH-FM is on 96.7 mhz with 1.7 kw and antenna 380 feet above average terrain.

**WURD(FM) Georgetown, Ohio** □ Sold by Brown County Radio to Jacor Inc. for

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has acquired

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Steamboat Springs, Colorado

for

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7/27/81

\$490,000. **Seller** is principally owned by Jerry E. Kiefer, who has no other broadcast interests. **Buyer** is principally owned by Terry Jacobs. Jacor owns WTSJ(AM) Cincinnati; WVOI(AM) Toledo, Ohio, and WTOW(AM) Towson, Md. WURD is on 97.7 mhz with 1.6 kw and antenna 390 feet above average terrain. **Broker:** R. C. Crisler & Co.

**WPKZ(AM) Pickens, S.C.** □ Sold by Mark Media Inc. to WPKZ Inc. for \$300,000. **Seller** is owned by J. Ardell Sink (70.77%) and wife, Remelle K. (29.23%), who own WKYK(AM) Burnsville, N.C. **Buyer** is owned by Glenn Turner, accountant for Chicago commercial printer, who has no other broadcast interests. WPKZ is 10 kw daytimer on 1540 khz.

**WJZA(AM) Herriman, Tenn.** □ Sold by C. Phillip Beal to Donald H. Beck and wife, Margaret V., for \$295,000. **Seller** also owns 60% of WRGS(AM) Rogersville, Tenn. **Buyers** are sales engineer and retail manager, respectively, for Nashville businesses and have no other broadcast interests. WJZA is 5 kw daytimer on 1600 khz.

**WDLF(AM) Deland, Fla.** □ Sold by David R. Hill, receiver for West Volusia Communications Corp., to Deland Broadcasting Inc. for \$250,000. **Seller** is owned by Wayne Wagner, Donald L. Stork (35% each) and John C. Clancy (30%). Clancy and Stork own WFLR-AM-FM Dundee, N.Y. Clancy owns 30% and Stork 35%, of WWJB(AM) Brooksville, Fla., and each owns 45% of applicant for new AM at Cobleskill, N.Y. (BROADCASTING, June 9, 1980). **Buyer** is owned by Michael B. Scott and Ronald L. Sutton (50% each). Sutton is general manager of WDLF and Scott is sales manager. They have no other broadcast interests. WDLF is 5 kw daytimer on 1310 khz.

□ Other proposed station sales include: WULA(AM) Eufaula, Ala. (BROADCASTING, July 13); KCKC(AM) San Bernardino, Calif. (BROADCASTING, July 20); KSAN-FM San Francisco (BROADCASTING, June 8); WTCL(AM) Warren, Ohio (BROADCASTING, July 6); KPDN(AM) Pampa, Tex. (BROADCASTING, July 13); see "For the Record," page 121.

**KTVL(TV) Medford, Ore.** □ Sold by Sierra Cascade Communications Inc. to Freedom Communications Inc. for \$12.5 million. **Seller** is owned by J.L. DeArmond, George R. Johnson and John R. Dellenback (one-third each). They also own KTMT(FM) Medford and KTVZ(TV) Bend, Ore. in which Johnson has bought 100% (see below). **Buyer** is owned by Freedom Newspapers Inc., Santa Ana, Calif.-based publisher of 31 daily and five weekly newspapers in nine states. It is owned by C. H. Hoiles, chairman, and family who have no other broadcast interests. KTVL is primary CBS affiliate (secondary NBC) on channel 10 with 132 kw visual, 26.3 kw aural and antenna 3,310 feet above average terrain.

**KTVZ(TV) Bend and KTMT(FM) Medford, both Oregon** □ Control (66.67%) sold by J. L. DeArmond and John R. Dellenback to George R. Johnson for approximately \$1.6 million. **Buyer** already owns one-third of stations. DeArmond, Dellenback and Johnson also sold KTVL(TV) Medford (see above). KTVZ-TV is CBS affiliate on channel 21, with 77.6 kw visual, 15.5 kw aural and antenna 540 feet above average terrain.

**KDAL(AM) Duluth, Minn.** □ Sold by WGN Continental Broadcasting Co. to Duchossois Enterprises Inc. for \$1.9 million. **Seller**, station group, is wholly owned by the Tribune Co., Chicago-based privately held publisher of *Chicago Tribune* and other papers, which has interlocking ownership with New York News Co. (*New York Daily News*). In addition to its ownership of radio and television stations, Tribune Co. is cable MSO. Stanton R. Cook is president. **Buyer** is owned by Richard L. Duchossois (100%). He is president of the Duchossois/Thrall Group Inc. (manufacturer of railroad cars) and Chamberlin Manufacturing Corp., (manufacturer of electronic and consumer products), both Chicago. He has no other broadcast interests. KDAL(AM) is on 610 khz with 5 kw full time.

**KAAA(AM)-KZZZ(FM) Kingman, Ariz.** □ Sold by Sun Mountain Broadcasting Inc. to Mojave Sun Broadcasting Inc. for \$850,000. **Seller** is owned by Charles D.

Langerveld and his wife, Janet K. (100% jointly), who have no other broadcast interests. **Buyer** is owned by William Mack and Steve Trono (50% each). Mack owns 95% of WPOW(AM) Powell, Wyo. Trono is Albuquerque, N.M.-based communications consultant and has no other broadcast interests. KAAA is on 1230 khz with 1 kw day and 250 w night. KZZZ is on 92.7 mhz with 3 kw and antenna 70 feet below average terrain.

**WC DL-AM-FM Carbondale, Pa.** □ Sold by Stainless Broadcasting Co. to Lifestyle Productions of Pennsylvania Inc. for \$525,000. **Seller** is principally owned by Henry J. Guzewics, Richard J. Eberle and Robert A. Farrington, who own WRAC(AM)-WKS(AM) Williamsport, Pa., and WICZ-TV Binghamton, N.Y. **Buyer** is owned by Noble V. Blackwell (60%) and Richard S. Owen (40%). Blackwell is former vice president of WNJR(AM) Newark, N.J. Owen is Washington computer analyst. They have no other broadcast interests. WC DL is 5 kw daytimer on 1550 khz. WC DL-FM is on 94.3 mhz with 330 w and antenna 770 feet above average terrain.

□ Other approved station sales include: KUTY(AM) Palmdale, Calif.; WRWH(AM) Cleveland, Ga.; KRIT(FM) Clarion, Iowa; KTXX(AM) Whitefish, Mont.; KKBK(AM) Aztec, N.M.; KRCT(FM) Ozone, Tex. (see "For the Record," page 122).

- *Negotiations*
- *Appraisals*
- *Radio*
- *T.V.*
- *Newspapers*
- *CATV*
- *Financing*

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# Stock Index

| Exchange and Company                     | Closing Wed. Jul 22 | Closing Wed. Jul 15 | Net Change in Week | Percent Change in Week | P/E Ratio | Market Capitalization (000,000) |
|------------------------------------------|---------------------|---------------------|--------------------|------------------------|-----------|---------------------------------|
| BROADCASTING                             |                     |                     |                    |                        |           |                                 |
| N ABC                                    | 28 1/4              | 28 7/8              | - 5/8              | - 2.16                 | 6         | 791                             |
| N Capital Cities                         | 72 3/4              | 73 1/2              | - 3/4              | - 1.02                 | 13        | 957                             |
| N CBS                                    | 57                  | 57                  |                    |                        | 8         | 1,588                           |
| N Cox                                    | 63 1/4              | 62 3/8              | + 7/8              | + 1.40                 | 18        | 854                             |
| A Gross Telecasting                      | 27 3/8              | 27 1/2              | - 1/8              | - .45                  | 8         | 21                              |
| O LIN                                    | 31 3/4              | 32 1/4              | - 1/2              | - 1.55                 | 11        | 176                             |
| N Metromedia                             | 145 3/4             | 142 1/2             | +3 1/4             | + 2.28                 | 13        | 652                             |
| O Mooney                                 | 7 3/4               | 7 3/4               |                    |                        |           | 3                               |
| O Scripps-Howard                         | 71                  | 70                  | +1                 | + 1.42                 | 11        | 183                             |
| N Storer                                 | 34                  | 34 7/8              | - 7/8              | - 2.50                 | 21        | 446                             |
| N Taft                                   | 29 3/4              | 30 1/4              | - 1/2              | - 1.65                 | 11        | 291                             |
| O United Television                      | 8 1/4               | 7 1/8               | +1 1/8             | +15.78                 |           | 99                              |
| BROADCASTING WITH OTHER MAJOR INTERESTS  |                     |                     |                    |                        |           |                                 |
| A Adams-Russell                          | 22 7/8              | 24 1/8              | -1 1/4             | - 5.18                 | 22        | 75                              |
| A Affiliated Pubs.                       | 30 5/8              | 30 1/2              | + 1/8              | + .40                  | 11        | 157                             |
| N American Family                        | 9 1/8               | 9 1/8               |                    |                        | 7         | 112                             |
| N John Blair                             | 19 1/2              | 20                  | - 1/2              | - 2.50                 | 7         | 72                              |
| N Charter Co.                            | 11                  | 11 3/8              | - 3/8              | - 3.29                 |           | 300                             |
| N Chris-Craft                            | 32 1/8              | 34 1/8              | -2                 | - 5.86                 | 10        | 101                             |
| N Coca-Cola New York                     | 9 7/8               | 9 7/8               |                    |                        | 13        | 174                             |
| N Cowles                                 | 32 1/2              | 34 5/8              | -2 1/8             | - 6.13                 | 21        | 128                             |
| N Dun & Bradstreet                       | 62 3/4              | 61 1/2              | +1 1/4             | + 2.03                 | 17        | 1,750                           |
| N Fairchild Ind.                         | 24 3/8              | 24 3/8              |                    |                        | 6         | 278                             |
| N Gannett Co.                            | 38 7/8              | 39 1/4              | - 3/8              | - .95                  | 14        | 2,102                           |
| N General Tire                           | 26                  | 27                  | -1                 | - 3.70                 | 8         | 626                             |
| O Gray Commun.                           | 46                  | 50                  | -4                 | - 8.00                 | 10        | 22                              |
| N Harte-Hanks                            | 33 3/4              | 36                  | -2 1/4             | - 6.25                 | 14        | 321                             |
| O Heritage Commun.                       | 13 1/8              | 14 1/8              | -1                 | - 7.07                 | 38        | 71                              |
| N Insilco Corp.                          | 20                  | 19 3/4              | + 1/4              | + 1.26                 | 9         | 215                             |
| N Jefferson-Pilot                        | 25 1/8              | 25 1/2              | - 3/8              | - 1.47                 | 6         | 550                             |
| O Marvin Josephson                       | 12                  | 12                  |                    |                        | 8         | 28                              |
| N Knight-Ridder                          | 33 3/4              | 36 1/4              | -2 1/2             | - 6.89                 | 12        | 1,092                           |
| N Lee Enterprises                        | 26 3/4              | 27 1/4              | - 1/2              | - 1.83                 | 12        | 190                             |
| N Liberty                                | 15 3/8              | 14 7/8              | + 1/2              | + 3.36                 | 7         | 195                             |
| N McGraw-Hill                            | 49 3/4              | 49 7/8              | - 1/8              | - .25                  | 14        | 1,236                           |
| A Media General                          | 37                  | 36 3/4              | + 1/4              | + .68                  | 10        | 267                             |
| N Meredith                               | 58 5/8              | 59 5/8              | -1                 | - 1.67                 | 7         | 184                             |
| O Multimedia                             | 34                  | 34 1/4              | - 1/4              | - .72                  | 15        | 342                             |
| A New York Times Co.                     | 33                  | 36                  | -3                 | - 8.33                 | 10        | 395                             |
| N Outlet Co.                             | 35 1/8              | 35 7/8              | - 3/4              | - 2.09                 | 15        | 88                              |
| A Post Corp.                             | 21 1/2              | 21 1/2              |                    |                        | 15        | 39                              |
| N Rollins                                | 17 5/8              | 17 1/2              | + 1/8              | + .71                  | 12        | 480                             |
| N San Juan Racing                        | 19 7/8              | 19 3/4              | + 1/8              | + .63                  | 25        | 49                              |
| N Schering-Plough                        | 32 1/2              | 33 3/4              | -1 1/4             | - 3.70                 | 7         | 1,725                           |
| O Stauffer Commun*                       | 45                  | 45                  |                    |                        | 11        | 45                              |
| A Tech Operations                        | 12 7/8              | 13 1/4              | - 3/8              | - 2.83                 | 6         | 13                              |
| N Times Mirror Co.                       | 49 3/4              | 52 3/4              | -3                 | - 5.68                 | 12        | 1,696                           |
| O Turner Bcstg.                          | 18 1/2              | 18                  | + 1/2              | + 2.77                 |           | 370                             |
| A Washington Post                        | 24                  | 24 3/8              | - 3/8              | - 1.53                 | 10        | 336                             |
| N Wometco                                | 19 3/8              | 19 1/4              | + 1/8              | + .64                  | 55        | 257                             |
| CABLE                                    |                     |                     |                    |                        |           |                                 |
| A Acton Corp.                            | 15                  | 15                  |                    |                        | 12        | 45                              |
| N American Express                       | 43 3/8              | 45                  | -1 5/8             | - 3.61                 | 8         | 3,092                           |
| O Burnup & Sims                          | 14 5/8              | 15 1/2              | - 7/8              | - 5.64                 | 15        | 130                             |
| O Comcast                                | 23 3/4              | 23 1/2              | + 1/4              | + 1.06                 | 29        | 91                              |
| N General Instrument                     | 103 1/2             | 104 1/2             | -1                 | - .95                  | 13        | 911                             |
| O Rogers Cablesystems                    | 9 3/8               | 9 3/4               | - 3/8              | - 3.84                 | 18        | 178                             |
| O Tele-Communications                    | 26 3/8              | 26 1/2              | - 1/8              | - .47                  | 68        | 628                             |
| N Teleprompter                           | 36 1/4              | 36                  | + 1/4              | + .69                  | 29        | 617                             |
| N Time Inc.                              | 68 1/2              | 70 7/8              | -2 3/8             | - 3.35                 | 14        | 1,928                           |
| O Tocom                                  | 13 1/2              | 13 3/4              | - 1/4              | - 1.81                 |           | 44                              |
| O UA-Columbia Cable                      | 80 5/8              | 80 3/4              | - 1/8              | - .15                  | 30        | 270                             |
| O United Cable TV                        | 25 1/4              | 24                  | +1 1/4             | + 5.20                 | 30        | 247                             |
| N Viacom                                 | 26 1/2              | 27                  | - 1/2              | - 1.85                 | 5         | 236                             |
| PROGRAMMING                              |                     |                     |                    |                        |           |                                 |
| O Chuck Barris Prods.                    | 3 1/8               | 3 3/8               | - 1/4              | - 7.40                 | 3         | 9                               |
| N Columbia Pictures                      | 36 5/8              | 37                  | - 3/8              | - 1.01                 | 7         | 371                             |
| N Disney                                 | 55 1/8              | 57 7/8              | -2 3/4             | - 4.75                 | 14        | 1,793                           |
| O Enterprise Radio                       | 3 3/4               | 3 3/4               |                    |                        |           | 9                               |
| N Filmways                               | 8                   | 7 1/8               | + 7/8              | +12.28                 |           | 50                              |
| O Four Star                              | 1 3/4               | 1 7/8               | - 1/8              | - 6.66                 | 18        |                                 |
| N Getty Oil Corp.                        | 69 7/8              | 71 3/4              | -1 7/8             | - 2.61                 | 8         | 5,740                           |
| N Gulf + Western                         | 18 1/8              | 18 7/8              | - 3/4              | - 3.97                 | 5         | 1,353                           |
| N MCA                                    | 47 1/2              | 49                  | -1 1/2             | - 3.06                 | 9         | 1,116                           |
| O Medcom                                 | 8 1/4               | 8 7/8               | - 5/8              | - 7.04                 | 19        | 14                              |
| N MGM Film                               | 9 7/8               | 10 1/8              | - 1/4              | - 2.46                 | 19        | 321                             |
| O Reeves Commun.                         | 26 1/2              | 28 1/2              | -2                 | - 7.01                 | 16        | 144                             |
| O Telepictures                           | 6 7/8               | 6 3/8               | + 1/2              | + 7.84                 | 31        | 16                              |
| N Transamerica                           | 21 1/8              | 23 1/4              | -2 1/8             | - 9.13                 | 6         | 1,380                           |
| O Video Corp. of Amer.                   | 11 5/8              | 12                  | - 3/8              | - 3.12                 | 19        | 11                              |
| N Warner                                 | 48 5/8              | 49 3/8              | - 3/4              | - 1.51                 | 19        | 2,857                           |
| A Wrather                                | 24 1/2              | 25                  | - 1/2              | - 2.00                 |           | 56                              |
| SERVICE                                  |                     |                     |                    |                        |           |                                 |
| O BBDO Inc.                              | 39                  | 40 1/4              | -1 1/4             | - 3.10                 | 8         | 98                              |
| O Compact Video                          | 22 3/8              | 22 1/4              | + 1/4              | + .56                  | 18        | 66                              |
| N Comsat                                 | 53 1/2              | 57 3/4              | -4 1/4             | - 7.35                 | 12        | 428                             |
| O Doyle Dane Bernbach                    | 15                  | 15                  |                    |                        | 9         | 18                              |
| N Foote Cone & Belding                   | 30 3/8              | 32 1/4              | -1 7/8             | - 5.81                 | 8         | 83                              |
| O Grey Advertising                       | 63                  | 63                  |                    |                        | 6         | 38                              |
| N Interpublic Group                      | 35                  | 34 1/8              | + 7/8              | + 2.56                 | 8         | 156                             |
| N JWT Group                              | 33 7/8              | 35 1/4              | -1 3/8             | - 3.90                 | 8         | 103                             |
| O MCI Communications                     | 23 3/4              | 21 7/8              | +1 7/8             | + 8.57                 | 132       | 869                             |
| A Movielab                               | 4 5/8               | 4 3/4               | - 1/8              | - 2.63                 | 6         | 7                               |
| A MPO Videotronics                       | 5 7/8               | 5 3/4               | + 1/8              | + 2.17                 | 20        | 3                               |
| O A.C. Nielsen                           | 39 1/8              | 40 1/4              | -1 1/8             | - 2.79                 | 16        | 439                             |
| O Ogilvy & Mather                        | 32                  | 33                  | -1                 | - 3.03                 | 9         | 132                             |
| O Telemation                             | 2 1/4               | 2 1/4               |                    |                        | 13        | 2                               |
| O TPC Communications                     | 3 7/8               | 4                   | - 1/8              | - 3.12                 |           | 3                               |
| N Western Union                          | 21 3/4              | 22 1/4              | - 1/2              | - 2.24                 | 12        | 330                             |
| ELECTRONICS/MANUFACTURING                |                     |                     |                    |                        |           |                                 |
| N Arvin Industries                       | 16 3/8              | 16 1/2              | - 1/8              | - .75                  | 14        | 127                             |
| A Cetec                                  | 6                   | 6 1/4               | - 1/4              | - 4.00                 | 9         | 12                              |
| O Chyron                                 | 17                  | 16 1/4              | + 3/4              | + 4.61                 | 28        | 21                              |
| A Cohu                                   | 8 1/4               | 8 1/2               | - 1/4              | - 2.94                 | 10        | 13                              |
| N Conrac                                 | 23 3/4              | 23 3/4              |                    |                        | 17        | 50                              |
| N Eastman Kodak                          | 71 1/4              | 70 1/8              | +1 1/8             | + 1.60                 | 10        | 11,498                          |
| O Elec Missile & Comm.                   | 14                  | 11                  | +3                 | +27.27                 | 67        | 38                              |
| N General Electric                       | 59 1/2              | 63 3/8              | -3 7/8             | - 6.11                 | 9         | 13,486                          |
| N Harris Corp.                           | 44 3/4              | 45 3/8              | - 5/8              | - 1.37                 | 15        | 1,376                           |
| O Microdyne                              | 26 3/4              | 26 3/4              |                    |                        | 31        | 71                              |
| N M/A Con. Inc.                          | 26 5/8              | 26 1/2              | + 1/8              | + .47                  | 29        | 888                             |
| N 3M                                     | 51 1/4              | 56 1/4              | -5                 | - 8.88                 | 9         | 5,969                           |
| N Motorola                               | 67 3/8              | 68 3/4              | -1 3/8             | - 2.00                 | 11        | 1,923                           |
| O Nippon Electric                        | 91 3/4              | 94 1/2              | -2 3/4             | - 2.91                 | 40        | 3,012                           |
| N N. American Philips                    | 46                  | 46 1/2              | - 1/2              | - 1.07                 | 8         | 553                             |
| N Oak Industries                         | 29 3/4              | 29 7/8              | - 1/8              | - .41                  | 16        | 323                             |
| A Orrox Corp.                            | 10                  | 11 5/8              | -1 5/8             | -13.97                 | 36        | 16                              |
| N RCA                                    | 21 1/8              | 21 3/4              | - 5/8              | - 2.87                 | 7         | 1,583                           |
| N Rockwell Intl.                         | 33 5/8              | 35 3/8              | -1 3/4             | - 4.94                 | 9         | 2,522                           |
| A RSC Industries                         | 5 3/8               | 5 3/8               |                    |                        | 38        | 12                              |
| N Scientific-Atlanta                     | 29 3/8              | 28                  | +1 3/8             | + 4.91                 | 36        | 622                             |
| N Sony Corp.                             | 19                  | 20 5/8              | -1 5/8             | - 7.87                 | 14        | 4,096                           |
| N Tektronix                              | 50 3/4              | 52 3/4              | -2                 | - 3.79                 | 11        | 926                             |
| A Texscan                                | 15 1/2              | 16 3/8              | - 7/8              | - 5.34                 | 27        | 45                              |
| N Varian Associates                      | 29 1/8              | 30 7/8              | -1 3/4             | - 5.66                 | 14        | 224                             |
| N Westinghouse                           | 28 7/8              | 29 3/4              | - 7/8              | - 2.94                 | 6         | 2,453                           |
| N Zenith                                 | 16 1/2              | 17 1/4              | - 3/4              | - 4.34                 | 12        | 310                             |
| Standard & Poor's 400 Industrial Average |                     |                     |                    |                        |           |                                 |
|                                          | 144.41              | 146.77              | - 2.36             |                        |           |                                 |

Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson Loeb Rhoades, Washington), P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

Earnings figures are exclusive of extraordinary gain or loss. Footnotes: \* Stock did not trade on given day, price shown is last traded price. \*\* No P/E ratio computed, company registered net loss. \*\*\* Stock split 2 for 1. + Stock traded at less than 12.5 cents.

## A wedding the world will watch

**Network heavyweights, including Rather, Brokaw, Pauley, Walters, will cover royal event live from London at noon, 6 a.m. NYT**

When Britain's Prince Charles marries Lady Diana Spencer this Wednesday (July 29) in London, U.S. broadcasters will be pulling out the stops in prime time proportions for an event best timed for insomniacs and extraordinarily early risers.

In London it will be a noon wedding, meaning U.S. times ranging from 6 a.m. (NYT) to 3 a.m. (PT). And ABC, CBS and NBC will be starting even earlier with their live coverage. A special six-hour edition of ABC's *Good Morning America* is to begin at 5 a.m. (NYT). CBS's continuous live coverage runs from 5-10 a.m. NBC's going live from 4:30 a.m.-noon.

Other coverage, before and after the main event, however, will be broadcast at easier viewing times. The networks will be taking on a considerable overseas orientation. Each claims 50 or 60 people from the news departments in London. ABC also adds that another 20 will be from *Good Morning America*.

CBS, for example, will have Dan Rather in London co-anchoring the news with Bob Schieffer in New York Monday through Wednesday. The network also has scheduled a preview of the wedding Tuesday from 11:30 p.m.-midnight and a prime time hour the following night from 8-9 p.m. CBS has built its studio to cover the event from the roof of the Abbey Life Insurance Co. which overlooks St. Paul's Cathedral where the wedding will be held. Being brought in to join Dan Rather for wedding coverage will be journalist and television personality David Frost.

NBC will be originating the *Today* show with Tom Brokaw and Jane Pauley from London for the entire week. John Chancellor will co-anchor from there Monday through Thursday with Roger Mudd in New York. NBC plans prime time hours from London beginning at 10 p.m. the night before the wedding and on the wedding day. The main origination site for the coverage is an open anchor desk in Victoria Gardens overlooking Buckingham Palace.

ABC is taking *Good Morning America* with David Hartman and Joan Lunden to London for the week, and will have prime time specials Tuesday (8-9 p.m.) and Wednesday (9-10 p.m.) with Barbara Walters and Peter Jennings who also will anchor the wedding coverage itself. Jennings, a *World News Tonight* anchor, is regularly based in London for ABC News.

While each network is developing its own coverage, British source material will be used as well.

As Robert Frye, senior producer, over-

seas, for ABC News explained from London last week, "there isn't a pool in classic U.S. terms," but "base coverage" is available from two sources: the BBC and ITV. Regarding the BBC, Frye said it will have 50-plus cameras covering the events beginning at Buckingham Palace through the ceremony at St. Paul's Cathedral and is providing "world access" to its video and sound. Frye said the BBC is charging a "minimal" amount for its feed, only enough to compensate for a deal it made with the union representing the musicians who will be performing inside St. Paul's Cathedral.

ABC, according to Frye, will have 10 cameras of its own on line. And at all three networks, the coverage of the wedding and England itself will be diverse, ranging from an NBC *Today* look at the women's movement in Britain to a *Good Morning America* remote from the Tower of London, said to be the first time live TV has originated from there. While the royal wedding is the main focus, the networks also say the past rioting and country's problems will factor into coverage.

On other coverage fronts, both the Cable News Network and Independent Network News will be going with the BBC wedding feed directly, in addition to other related programming.

From 5-9 a.m. (NYT), for example, on Wednesday CNN plans to use just the BBC feed (correspondents and all) and then pick it up again from 11-11:45 a.m. At other times, CNN will be relying on two of its own camera crews, reporters Richard Blystone and Kathleen Sullivan and other staffers for coverage. That evening, CNN's *Freeman Report* will focus on the wedding years ago of Prince Charles's mother, Queen Elizabeth. CNN also will have reports on "what's happening in London" for the days before and after Wednesday's wedding.

These reports cover the street parties in London and the decorations of the local offices and hotels for the occasion.

INN as well says it is going with the BBC feed, with anchor Pat Harper in New York providing introductions after commercial breaks. A two-hour edited wedding broadcast including INN reports will be fed to affiliates that evening. While INN plans to have no reporters in London on the wedding day, Harper taped an hour preview broadcast from there earlier.

Bringing the BBC feed to WPIX(TV) New York (which offers INN) and then to INN affiliates is Hughes Television Network.

Although, as Mutual Radio claims, the wedding is primarily a "picture story," radio networks and services also will be there. Mutual's Ray Suarez and Ray Star will file reports and will break in live during the Larry King Show to carry the exchange of vows. Mutual, however, says it is treating Wednesday as a normal news day.

The RKO Radio Network will cover the wedding with correspondents Richard Davies and Larry Miller and will edit a live feed of the ceremony for newscasts that day. Special updates also will be provided.

UPI Audio has assembled a staff of four: Edwin Smith, Jay Dyer, Jim Kolesar and Taryn Gettlieb to cover the event. There will be no continuous live coverage but excerpts during the ceremony and commentary from the reporters will be integrated into hourly UPI newscasts. UPI also will supply member stations with five-minute specials for five days preceding the wedding and a 10-minute wrapup on Wednesday.

Similarly, AP Radio will not provide continuous live coverage. Interspersed with various newscasts will be excerpts from the wedding and reportage from correspondents Frank Sesno and Joan Bormann. Special feature material will be sent to subscribers several days prior to the wedding.

The radio sides of ABC, CBS and NBC also will be there feeding back news for

## NewsBeat

**News source.** Prestel, British videotext service, said last week that ABC will use special Prestel data base in its coverage of wedding of Prince Charles and Lady Diana in London this Wednesday (see above). Data base contains wealth of information on wedding and royal couple which ABC News personnel can summon instantly through Prestel terminals at news centers. Prestel also announced that ABC had signed on as user of Prestel inter-office electronic mail service. ABC executives will be able to exchange messages electronically through Prestel computer center being set up this fall by Avco Computer Services in Boston.

**CNN's Hawaiian eye.** Cable News Network announced agreement among itself, Oceanic Cablevision, ATC, and three network's Honolulu affiliates to grant live access to CNN's feeds of major news stories in cases where broadcast stations are unable to secure satellite transponders to connect them with mainland. CNN cites example of Reagan assassination attempt, when it says only two of three stations could get transponders and then only for two hours.

regularly scheduled broadcasts and special reports.

ABC, for example, will have 15 special reports from its four networks on Wednesday ranging in length from two-and-a-half minutes to 25 minutes. Radio anchors there are Robert Trout and Bettina Gregory. CBS Radio anchor is Reid Collins and special plans there include live coverage beginning at 5:15 and a wrap-up that night at 6:45. At NBC Radio, where anchors are Ann Taylor, Fred Kennedy and Phillip Til, the schedule includes a series of 10 two-minute progress reports beginning at 5:20 a.m. and five minute updates later in the day, among other coverage. NBC's youth-oriented Source network has Bob Madigan anchoring from London and includes a five-part series on the wedding Monday through Thursday.

The networks, both in radio and television, also are going outside for commentators and contributors. ABC will have British actor Robert Morley, (also known in the U.S. for his British Airways commercials); Ron Allison, former press secretary to the Queen; Nigel Dempster, *London Daily Mail* columnist; Anthony Holden, author and writer for *The Times of London* and Carol Thatcher, daughter of the British prime minister and a "morning program presenter" for Australian television.

Joining Dan Rather at CBS for TV coverage, in addition to David Frost, will be British author and historian Lady Antonia Fraser as guest commentator. CBS Radio has lined up Audrey Russell, a

former BBC commentator; Richard Mullen, a British historian, and the Rev. Geoffrey Curtis of the Guildford Diocese in Surrey, England.

NBC's list includes actor Peter Ustinov; author Robert Lacey; British broadcaster and author Sir Huw Weldon and London celebrity journalist Tina Brown.

How much all this is costing the networks is a figure that isn't being revealed. However, it is said to be considerable, just because of the London location.

## ABC News takes first place in weekly race

**'World News Tonight' beats CBS and NBC for first time in 'typical' ratings week**

At long last, ABC News's *World News Tonight* has come in first.

From Monday through Friday (July 13-17), ABC took first-place honors in early evening news from CBS—"the first time ever during a typical or 'nonevent' week," according to ABC.

The averages showed *World News Tonight* with a 10.7 rating and 24 share to the *CBS Evening News with Dan Rather's* 10.3/23 and the *NBC Nightly News's* 9.4/21.

None of the networks cited any reasons why the week may have been atypical. All

had the same 99% U.S. coverage.

While it was the first "typical" week won by ABC, it was not the first time ABC News has claimed a *World News Tonight* victory. During the "event" week of the 1980 Republican convention in July 1980, ABC said it won but that claim was disputed elsewhere because political coverage caused less than consistent head-on three-network newscast competition.

The last time CBS lost during a "typical" week, ABC said, was the week ended Sept. 17, 1978. Then NBC was the victor, leading with an 11.5/25 to CBS's 11.4/25 and ABC's 9.7/21.

At CBS News, a spokesperson said that it was "not the first time it has happened ... We have tied and lost before," adding that one week "doesn't show a trend."

This year, however, ABC has been gaining on CBS if only because it has been losing fewer viewers.

For the second quarter ended a few weeks ago, the network news averages were CBS 12.1/25, ABC 11.1/23 and NBC 10.8/22 (BROADCASTING, July 6). During the same quarter a year earlier, all the networks had higher ratings but CBS's lead was considerably larger: CBS 13.3/28, ABC 11.4/24 and NBC 11.3/24.

For the 19 weeks ended July 17 since Dan Rather took over the anchor's chair at CBS from Walter Cronkite, ABC said the ratings averages have been CBS 12.2/25, ABC 11.1/23 and NBC 10.7/22. For the same period in 1980, the *CBS Evening News with Walter Cronkite* earned a 13.1/28 to ABC's 11.4/24 and NBC's 11.1/24—meaning that in 1981 CBS lost nine-tenths of a ratings point and three share points while ABC lost three-tenths in ratings, one share point and NBC lost four-tenths/one share point.

## Suit against KSTP-TV news report dismissed

In resolving a three-year legal dispute, a Hennepin county (Minn.) district court has dismissed with prejudice a lawsuit against KSTP-TV St. Paul calling for \$450,000 in damages.

KSTP-TV staffers attended a sale conducted by the JYJ Corp., Minneapolis, in October 1978, at which they bought a down parka. The station's *On Your Behalf* consumer program had the parka tested by a private laboratory which found the parka did not contain enough down to be so labeled, according to the station. This information was carried on Oct. 12, 1978, on KSTP-TV's *Eyewitness News*.

Several weeks later, JYJ Corp. sued for defamation, violation of the Minnesota trade practices law and Minnesota antitrust law and for interference with JYJ's business and contractual rights.

KSTP-TV stood by its story and filed a countersuit for attorney fees. Judge Paul Lommen signed an order dismissing the suit with prejudice, meaning that JYJ cannot re-open the case. KSTP-TV agreed to drop its demands for attorney fees.

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# THE FIRST 50 YEARS



## OF BROADCASTING

**E**arly in 1971, a confrontation between the Nixon administration and broadcasting heightened mutual mistrust and led to a First Amendment showdown.

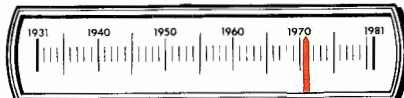
It started in February with the CBS-TV telecast of *The Selling of the Pentagon*, a documentary critical of military public relations, narrated by commentator Roger Mudd. Administration spokesmen angrily denounced the documentary's assertion that the Pentagon resorted to propaganda devices to counter what the military considered to be an antimilitary slant of network TV. A typical tactic, according to the documentary, was the Pentagon's practice of providing war heroes for taped TV reports that pro-Pentagon legislators sent to their home areas.

Narrator Mudd summarized the military's deep involvement in radio, TV, motion pictures and exhibits with this commentary: "On this broadcast we have seen violence made glamorous, expensive weapons advertised as if they were automobiles, biased opinions presented as straight facts. Defending the country not just with arms but also with ideology, Pentagon propaganda insists on [America being] the cop on every beat in the world. Not only the public, but the press as well have been beguiled—including at times, ourselves at CBS News. This propaganda barrage is the creation of a runaway bureaucracy that frustrates attempts to control it."

In the forefront of the documentary's attackers was Vice President Spiro T. Agnew, who called the CBS-TV telecast "disreputable ... a subtle but vicious broadside against the defense establishment."

The escalating exchange between both sides erupted into a congressional inquiry. The First Amendment confrontation arose when the Investigations Subcommittee of the House Commerce Committee, chaired by Representative Harley O. Staggers (D-W. Va.), in April served CBS with a subpoena that went beyond a request for a copy and transcript of the filmed documentary. It also sought outtakes, work prints and transcripts—regardless of whether or not that material was used in the February telecast.

CBS President Frank Stanton said CBS would furnish the



*The voting age was lowered to 18, Amtrak went into operation May 1 and the UN in October gave a seat to Communist China while expelling Nationalist China. Violence and unrest were very much in the 1971 headlines. On Jan. 26, Charles Manson and his followers were found guilty of first-degree murder in the brutal 1969 slaying of actress Sharon Tate and six others. Lieutenant William L. Calley Jr. was convicted on March 16 of the premeditated murder of 22 South Vietnamese at My Lai. In May, police and military units arrested as many as 12,000 antiwar militants who attempted to disrupt government business in Washington. On Sept. 13, more than 1,000 New York state troopers quelled a four-day uprising of inmates at Attica State Correctional Facility. A few days later, Washington baseball fans were smitten when Senators owner Bob Short rode off to Texas with the city's American League franchise. And in BROADCASTING ...*

film and a transcript of the program, but he refused to honor the other demands. "No newspaper, magazine or other part of the press," Dr. Stanton argued, "could be required constitutionally to comply with such a subpoena with respect to material gathered by reporters in the course of a journalistic investigation but not published. ... The sole purpose of this subpoena ... is to obtain material which will aid the committee in subjecting to legislative surveillance the news judgments of CBS in preparing *The Selling of the Pentagon*. The fact that television and radio stations are licensed by the government does not deprive the broadcast press of First Amendment protection. ..."

Stanton's refusal to yield the unbroadcast material

gained the support of the other broadcast and news organizations and such groups as the American Civil Liberties Union and the Association for Education in Journalism. Upholding the First Amendment freedom of broadcast journalists became a common cause they saw as crucial to the future of the industry.

Coincidentally, while broadcast journalists struggled with the Staggers committee's assumption that television, as a licensed medium, was entitled to less constitutional protection than newspapers received, newspaper journalists were engaged in their own contest of First Amendment interpretation over publication in the *New York Times* of secret Pentagon documents. The isolation of the Nixon administration from all elements of the press was growing.

NBC President Julian Goodman saw serious threats to journalistic freedom. He warned: "There was a time when excellence in reporting received awards. Now it is just as likely to draw a subpoena. Much of the nibbling away at freedom in broadcasting is a side effect of regulation, and since this is the case we need a redefining of the nature, the purposes and the boundaries of broadcast regulation."

CBS News correspondent Walter Cronkite maintained there was a "clear indication on the part of this administration of a grand conspiracy to destroy the credibility of the press. As long as the attacks, overt and subtle, continue, we must, even at the



CBS President Frank Stanton (l.) and Harley Stagers, chairman of the House Investigations Subcommittee, shook hands on Capitol Hill before they came out fighting with Stanton refusing the demand for outtakes from *The Selling of the Pentagon*.

Broadcasting, June 28.

risk of appearing to be self-serving, rise to defend ourselves against the charges by which the enemies of freedom seek to influence a divided and confused population."

ABC President Elton H. Rule accused Congress and the Nixon administration of a "direct, untenable attempt at the worst kind of censorship." Rule cautioned that "there is an attempt, conscious or unconscious, to drive a credibility wedge between television and its audience. . . . The entire credibility of the television medium is dependent on keeping the faith of our audience in the news we present. . . . If we lose that trust, if the credibility wedge is driven between ourselves and the people we are pledged to serve, then we have not only lost face; but we have lost the ball game."

Backing for CBS also came from a national group that conferred prestigious honors on broadcasting: A special George Foster Peabody award was given to *The Selling of the Pentagon* in an obvious gesture of support for CBS News's stand against official attacks. The Peabody committee commended CBS for "electronic journalism at its best" which "produced a great and needed debate."

The FCC, resisting the prevailing currents in Washington, refused to investigate allegations of distortion in the documentary on the grounds such action would involve the commission "deeply and improperly in the journalistic functions of broadcasters." The commission concluded that it would not take action in this case "not because the issues involved are insubstantial. Precisely to the contrary, they are so substantial that they reach the bedrock principles upon which our free and democratic society is based."

Harley Stagers forced the subpoena dispute to a House vote. At his insistence, the Commerce Committee voted to cite CBS and Stanton for contempt of the Congress. On the floor, the House voted to

recommit the citation to committee, effectively burying it without a decision on the substance. Although neither side could claim a decisive victory, BROADCASTING quoted Emmanuel Celler (D-New York), the veteran chairman of the Judiciary Committee, in a spirited defense of broadcasters' rights during the debate that preceded recommitment: "The First Amendment towers over these proceedings like a colossus and no esprit de corps and no tenderness of one member for another should force us to topple over this monument to our liberties. . . . Does the First Amendment apply to broadcasting and broadcasting journalism? The answer is, 'Yes.'"

Varying interpretations of the fairness doctrine continued to plague both broadcasters and regulators in 1971. FCC Chairman Dean Burch was prompted to initiate an examination of the problem. He reasoned that "there is a conflict of views between the broadcaster who has to make a living out of his station and those concerned with controversial issues who feel they're denied the opportunity to go on the air and speak their views." A comprehensive review was undertaken into the doctrine's impact on general access for the discussion of public issues, access for the response for the presentation of commercials, and access for political broadcasting.

In the name of the fairness doctrine, a committee of advertising people sent a letter to more than 8,000 broadcasters requesting time for a 60-second spot to "unsell" the Vietnam war. Many broadcasters hesitated to air the spot, unsure of their subsequent obligations to the pro-war element. In part, the spot featured a boy saying: "Last year I made a promise to my daddy. I promised him I would take care of my mom, and just like him I'll love and kiss her—goodbye. And then like him, I'll die in Vietnam." Announcer: "Stop it." The problems raised by the antiwar message were still unresolved when, in

August, the U.S. Court of Appeals shook the broadcasting world with a decision holding that the fairness doctrine applied to product commercials.

The year before, when an environmentalist group, Friends of the Earth, asserted that the fairness doctrine required stations that aired gasoline and automobile commercials to follow with warnings of the dangers of air pollution, the environmentalist group lost its case. But in August 1971, the U.S. Court of Appeals in Washington, in a 2-to-1 decision, held that the advertising of high-powered cars and leaded gasoline raised a public health issue, just as the FCC had held years before in the advertising of cigarettes, and so came under the fairness doctrine.

The appellate court ruled: "Commercials which continue to insinuate that the human personality finds greater fulfillment in the large car with the quick getaway do . . . vent a point of view which not only has become controversial but involves an issue of public importance. When there is undisputed evidence, as there is here, that the hazards to health implicit in air pollution are enlarged and aggravated by such products, then the parallel with the cigarette advertising is exact and the relevance of the cigarette ruling inescapable."

Attempts to push through election reform legislation resumed in 1971. The Democrats, still \$9 million in debt from the 1968 presidential campaign, lobbied for campaign-spending restrictions and a modification of Section 315 of the Communications Act, to free federal races from the equal-time restriction. The Republicans wanted no ceiling on campaign spending.

One bill introduced by Senator Edward M. Kennedy (D-Mass.) would have repealed Section 315 for presidential elections and suspended it for the 1972 congressional and statewide elections. Common Cause Chairman John Gardner advocated repeal of Section 315 and a requirement that broadcasters provide free time to federal office candidates in general elections.

By the end of May, the Nixon administration came up with a bill that would repeal Section 315 for all federal office candidates, place an overall spending limitation on broadcast and nonbroadcasting media, eliminate ceilings on political contributions and create an independent commission to administer the disclosure of contributions and expenditures.

The Senate approved a political-spending compromise bill in December, but the House was not slated to vote on the bill until January 1972. The amended bill contained no repeal of Section 315, but it did limit spending by federal office candidates to 10 cents per eligible voter or \$50,000, whichever was greater. Only six of the 10 cents could be spent on broadcasting and prescribed minimum rates. The bill covered TV, radio, community antenna television systems, newspapers, magazines, periodicals and telephones when

used in an organized campaign effort. The bill did not limit individual contributions except by candidates to their own campaign (\$50,000 for presidential candidates, \$35,000 for Senate candidates and \$25,000 for House candidates).

With or without legislation, there was clamor for access to the air. Joseph A. Califano Jr., the Democrats' general counsel, urged the U.S. Court of Appeals in Washington in December to confer an automatic right of reply to presidential speeches by the party out of power.

Across the country coalitions of ethnic and special interest groups were pressing for increased air time to present their views and for more employment opportunities. Between January 1970 and September 1971, ethnic coalitions filed more than 50 petitions to deny license renewals with the FCC. BROADCASTING noted: "The commercial broadcaster may take no comfort in wishing that the dissidents will go away. They won't. The present system of challenge may be unfair to the incumbent licensee, but it is a rooted fact of life. The broadcaster must cope with it by providing as widely based a program service as he can reasonably afford and his community is likely to accept and by resisting demands from groups too small to deserve recognition."

One group that came into prominence was Action For Children's Television, a Boston-based organization concerned about the quality of children's TV. ACT, on February 1970, had petitioned the FCC for increased variety in children's programming and a ban on all advertising in children's shows. As a result, the FCC, in January 1971, began a full-scale inquiry into children's programming and what the FCC should do about it.

The television networks, faced with a possible loss of \$75 million in annual network billings for children's TV and the specter of more government interference, attended a two-day conference on children's programs sponsored by ABC-TV. In the keynote speech, ABC Television Network President James E. Duffy cited these areas of concern: program content, production and scheduling, commercial content, audience measurement and regulatory agency activities. The FCC established a permanent children's TV unit in the Broadcast Bureau to, in the words of FCC Chairman Burch, "institutionalize" the commission's concerns.

Toward the end of the year ACT petitioned the Federal Trade Commission to ban all advertising of vitamins, drugs and toys in children's television programs and family shows. ACT contended that children lack the maturity and experience to analyze what it called "the normal puffery" of commercials.

Network prime time comedy, often criticized for sameness and failure to deal with socially sensitive topics and expressions, started to undergo a transformation in 1971, thanks to producers Norman Lear and Bud Yorkin. Their Tandem Productions' *All in the Family* debuted on CBS-

TV to mixed reviews at first, but gradually to general acclaim. The series offered fictional Archie Bunker, the "loveable bigot," and his family in a series of situations that increasingly reflected the difficulties of real life. With Carroll O'Connor as Bunker, Jean Stapleton as his wife, Edith, Sally Struthers as their daughter, Gloria, and Rob Reiner as her husband, Mike Stivic, *All in the Family* carried TV situation comedies to a new level of maturity.

Other regularly scheduled TV shows that started in 1971 included: *Shirley's World* (ABC), a comedy about the assignments of a London photo journalist played by Shirley MacLaine; *Columbo* (NBC), a successful adventure-crime show about the work of a Los Angeles homicide detective played by Peter Falk; *The Persuaders* (ABC), an adventure show based on the exploits of two rich Americans played by Roger Moore and Tony Curtis; *Cade's County* (CBS), a modern western about Sheriff Sam Cade, with Glenn Ford and Edgar Buchanan; *Funny Face* (CBS), a comedy about a student-teacher and part-time actress played by Sandy Duncan, and *Owen Marshall: Counselor at Law* (ABC), a courtroom drama about an attorney, with Arthur Hill and Lee Majors.

For the new season, the three networks, under pressure of the FCC's prime time access rule, had agreed to establish 8-11 p.m. as prime time. Under the FCC's new rule, which was appealed, the networks could supply no more than three hours of programming between 7 and 11 p.m. However, network hopes of voiding PTAR dimmed when the U.S. Second Circuit Court of Appeals in New York in May upheld PTAR, stating that the FCC was not exercising censorship but was "acting well within its statutory powers. . . . The commission has found that the wide range of [program] choice theoretically available to licensees is either not in fact available or is not being exercised for economic reasons. It has acted in discharge of the statutory duty in seeking to correct that situation. The commission does not dictate to the networks or the licensees, or the independent producers whom it wishes to stimulate, what they may broadcast or what they may not broadcast; it is merely ordering licensees to give others the opportunity to broadcast."

In cable regulation, however, the FCC suffered a court setback. The U.S. Court of Appeals in St. Louis in May set aside the FCC rule that required CATV systems with more than 3,500 subscribers to originate programming. The court said the FCC rule goes "far beyond the regulatory powers" of the commission. The FCC decided to seek a Supreme Court review of the appeals court's decision.

To resolve other cable issues, President Richard Nixon in June established a special administration committee to develop a comprehensive cable television policy. Clay T. Whitehead, director of the Office of Telecommunications Policy, chaired the special committee.

By July of 1971, 2,500 cable systems were operating in the U.S., 2,200 systems had been approved but were not yet built, and 1,400 applications were pending before local governments. The systems in operation reached about 5.3-million homes with an estimated 18-million viewers. The average system had 2,000 subscribers, and offered between six and 12 channels. Monthly fees for a cable system averaged about \$5. The total cost of an average system ran between \$500,000 and \$1 million, with the cost of laying cable from \$4,000 per mile in rural areas to more than \$50,000 per mile in large cities.

More than 50 systems that originated programs carried advertising and another 375 systems accepted advertising with automated services. The average charge was \$15 per minute and \$88 per hour-long program. About 50% of the cable industry was owned by other communications interests, with broadcasters accounting for 36%, newspaper publishers for 8%, and telephone companies for 6%.

In a 60-page "letter of intent" addressed to members of Congress, FCC Chairman Dean Burch outlined the commission's cable policies, which, in part, coupled the cable operators' right to import distant signals into major markets with the cable operators' responsibility to provide supplemental nonbroadcast benefits. For all future systems in the top-100 markets, the commission proposed to require: an actual or potential



Charles T. Ireland (above), senior vice president of ITT, was the surprise choice to succeed Frank Stanton as president of CBS on Oct. 1 when the latter became vice chairman of CBS while continuing as chief operating officer.

capacity of at least 20 channels and an equivalent amount of nonbroadcast bandwidth for every broadcast signal carried; a free, noncommercial public-access channel, a channel for educational use and a channel for state and local government use; a provision of an additional access channel within six months after existing channels had consistently gone beyond a designated level of regular usage, and a two-way capability.

In addition, for cable systems within 35 miles of a top-50 TV community, the FCC plan called for mandatory carriage of local signals, and defined minimum service as three network signals plus three independent signals. For cable systems located within 35 miles of a TV community in the 51-100 market, the FCC plan defined minimum service as three full network signals plus two independent signals.

In November, OTP's efforts resulted in an agreement among the National Association of Broadcasters, the National Cable Television Association and the Association of Maximum Service Telecasters. With minor amendments, the agreement basically followed the FCC's original letter of intent. The compromise met broadcasters' demands for more protection than the original FCC proposal offered, while it allowed for faster CATV growth in small cities and for somewhat slower growth in larger areas.

The NAB issued a statement that, "the board of directors of the NAB reluctantly accepts the compromise plan put forth by the Office of Telecommunications Policy on the single 'package' basis of the best of any present alternative." The NCTA stated that "the OTP compromise will provide a sorely needed opportunity for the immediate growth of the cable television industry. CATV manufacturers and operating companies alike have been severely retarded by the FCC freeze on cable, and it is the judgment of the NCTA board that this compromise will provide the impetus for cable's entry into major urban areas. . . ." The AMST, which represented money of the established on-air telecasters, stated: "Our acceptance necessarily assumes that all the above parties will work with and cooperate with the FCC . . . to support either separate legislation or a CATV provision in the omnibus copyright revision."

Radio, sometimes overshadowed by its more dramatic offshoot, television, in 1971 continued to regroup and reclaim its share of broadcast revenues. The 7,000-plus on-the-air radio stations had total net time sales of \$1,387,700,000, up 10.1% from the previous year. In achieving this growth, radio stations had narrowed their programing to appeal to specific age groups and elements within their specific communities. Such focusing created a wide range of radio formats. While some leading radio stations, such as WCCO(AM) Minneapolis, WGN(AM) Chicago, WOR(AM) New York and WSB(AM) Atlanta, maintained their eclectic programing, appealing to a general audience, this ran counter to a



FCC nominee Charlotte Reid was endorsed by Senator Charles Percy (R-Ill.) at her confirmation hearing.

*Broadcasting, July 28*

definitely perceived trend.

Many stations had their disk jockeys replace the mix of top-40 songs, commercials and promos with a more mellow tone. One broadcaster explained that the approach began with a desire to "eliminate all the crap I learned on top-40 radio—the jingles and the jokes and the time and the weather and all that unnecessary nonsense—the idea that you couldn't take a breath, that you couldn't have any silence. My idea was just to start talking to people, and playing good music at them, and let them go look at a clock if they wanted to know what time it was, and stick their head outside if they wanted to see what the weather was about."

Alternative or underground radio increased in importance and profits during 1971. According to Willis Duff, Metromedia's regional vice president for the West Coast as well as general manager of KSAN(AM) San Francisco, "We are an underground radio station almost in the original sense which was, simply, an alternative form of broadcasting. It started out playing LP music that wasn't being played on radio, particularly not on top-40 radio, but that already had a known market for itself. The groups were playing to enormous crowds, their albums were selling with no help from radio exposure, and the music was there for underground as far as radio was concerned—it wasn't getting played."

In addition to playing alternative music,

### Stay Tuned

1. What Nixon trip in early 1972 provided broadcast journalists with an historic assignment?
2. Which U.S. Court of Appeals judge in Washington issued a dissenting opinion that broadcasters hoped meant a reconsideration of the fairness doctrine?
3. Name the first black FCC commissioner.
4. How did the FTC advocate counter advertising?
5. What stance did the ANA take on children's advertising?

The answers next week  
in "1972."

the underground stations participated in community activities. "News is the second most important distinction in what makes an underground station," stated Duff. "The most phenomenal experimentation being done in broadcast journalism is being done in underground radio."

The talk-conversation format provided radio listeners with another important alternative; KABC(AM) in Los Angeles under Ben Hoberman captured a leading share of audience. The station also found favor with its listeners by providing an ombudsman to help citizens overcome the increasing complexity of a bureaucratic society.

Besides changes from the general to the specialized in radio programing, many broadcasters foresaw success for FM in its efforts to achieve parity with AM.

One FM handicap was beginning to be overcome. Automobile manufacturers in 1971 began to include radios with FM capability as original equipment in about 20% of new models, anticipating an increase to about 50% in another five years.

Hal Neal, president of ABC's radio division, offered this prognosis for radio: "The strength of radio is in appealing to the individual tastes, and everyone has to find his own. We develop our own friends and our own cults because we tend to be able to associate with them, and this is the strength of radio. How can so many stations survive? That's the problem, no question about it, but if you develop a distinct and strong personality, and serve that public need faithfully, you have an audience. A viable thing that is of great value, with great believability. That's the key."

To preside over this new mix of radio, TV, and cable, President Richard Nixon appointed interim FCC Commissioner Thomas J. Houser and broadcaster Robert Wells to the commission. In July Nixon nominated Representative Charlotte T. Reid (R-Ill.) to succeed Houser. As BROADCASTING commented, "Her credentials are uncommonly good, and the appointment fulfills the President's commitment to name more women to high posts."

Thus, while the broadcasting industry faced 1972 with two new FCC commissioners, it was to be without one of its most respected pioneers; David Sarnoff, 80, died Dec. 12, 1971. The former president and chairman of RCA and honorary chairman of the company since his retirement Dec. 31, 1969, was eulogized by New York Governor Nelson Rockefeller as "the father of television in this country" and "a visionary" with "a capacity to see into tomorrow and to make it work." Governor Rockefeller called Sarnoff "one of the builders of this country—as much as our founding fathers. For while they gave us political freedom, General Sarnoff's genius gave us unprecedented freedom to look and to listen—a 'freedom to know'—so essential to the preservation of our political freedom itself."

As compiled by BROADCASTING July 13 through July 17 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—noncommercial.

## New stations

### AM applications

■ Folsom, Calif.—El Dorado Broadcasters seek 1030 khz, 50 kw-D, 1 kw-N. Address: 2627 Hoffman Court, El Dorado Hills, Calif. 95630. Estimated construction costs: \$395,000; first-quarter operating cost: \$65,000; Principals: Les A. Putnam (50%), Peggy Goldsmith (30%) and John M. Robinson III (20%). Putnam owns El Dorado Hills Steel fabrication installation firm. Goldsmith has been office manager at local contractor. Robinson owns Bakersfield, Calif., advertising agency. Filed July 10.

■ San Luis Obispo, Calif.—Peakcock Broadcasting seeks 1030 khz, 50 kw-D, 1 kw-N. Address: 20800 North Elliott Road, Lockeford, Calif. 95237. Estimated construction costs: \$443,000; first-quarter operating cost: \$60,000; Principal: Patricia J. Jacobsen (100%), is high school and college teacher and has no other broadcast interests. Filed July 10.

■ Madison, Wis.—Gamma Radio Inc. seeks 870 khz, 1 kw-D, 1 kw-N. Address: 10202 West Washington Boulevard, Culver City, Calif. 90230. Estimated construction costs: \$326,400; first-quarter operating cost: \$58,800; first-year revenue: \$400,000. Format: Contemporary. Principals: Loletha E. Falana, Mark Moreno (26% each), Irwin A. Molasky, Mervyn L. Adelson (24% each). They are also applicants for new AM at San Jose, Calif. (BROADCASTING, June 15) and Wichita, Kan. (BROADCASTING, July 13). Filed June 9.

### FM applications

■ Conway, Ark.—Sun Belt Communications Inc. seeks 92.7 mhz, 3 kw, HAAT: 300 ft. Address: 2912 Dorset Drive, Little Rock, Ark. 72204. Estimated construction costs: \$93,000; first-quarter operating cost: \$39,000; first-year revenue: \$125,000. Principals: Charles B. Henderson (95%) and wife, Jann E. (5%). Charles Henderson is Little Rock management consultant. Jann is officer at Little Rock bank. They have no other broadcast interests. Filed July 7.

■ Le Claire, Iowa—Haynes Communications Co. seeks 93.5 mhz, 2.1 kw, HAAT: 356 ft. Address: P.O. Box 31235, Jackson, Miss. 39206. Estimated construction costs: \$13,750; first-quarter operating cost: \$17,300; first-year revenue: \$175,000. Principal: Carl Haynes (100%), station manager at WJMI(FM) Jackson, Miss., and applicant for new FM at Neerland, Tex., and 23% owner of WTUP(AM) Tupelo, Miss., last which distress sales still pending. Filed July 8.

■ Stevens Point, Wis.—Highlands Broadcasting Inc. seeks 96.7 mhz, 3 kw, HAAT: 300 ft. Address: 615 Howard Place, Madison, Wis. 53703. Estimated construction costs: \$116,000; first-quarter operating cost: \$47,400; first-year revenue: \$295,000. Principals: Gary

Burkum (42.97%), Donald G. Zinke (22.8%), John Schmitz (13.01%), Albert Moll (11.45%). Gary Klein (5.61%), Keith Anderson and wife, Elaine (3.25%). Zinke is Madison rental property owner. Burkum is pastor. Anderson is real estate investor. Moll is executive at WZUU-AM-FM Milwaukee, Wis. Schmitz is management consultant. Klein is manager at Madison market. They have no other broadcast interests. Filed July 9.

### TV applications

■ San Diego, Calif.—Local Service Television Inc. seeks ch. 69; ERP: 4755 kw vis, 476 kw aur., HAAT: 1925 ft.; ant. height above ground: 174 ft. Address: Suite 700, Executive Complex Inc., San Diego 92101. Estimated construction cost: \$3,119,200; first-quarter operating cost: \$370,250; first-year revenue: \$3,580,000. Legal counsel: Kenkelt Barnard. Consulting engineer: Cohen & Dippell. Principal: Charles Woods (100%), who owns 100% of WTVY-FM-TV Dothan, Ala., and 80% general partner, 100% limited partner of WTVW(TV) Evansville, Ind., and is new VHF applicant for Knoxville, Tenn. (BROADCASTING, June 29). Filed June 15.

■ Bozeman, Mont.—New West Broadcasting Inc. seeks ch. 7; ERP: 170.2 kw vis, 17.0 kw aur., HAAT: 845 ft.; ant. height above ground: 497 ft. Address: 1609 West Babcock, Bozeman 59715. Estimated construction cost: \$1,161,000; first-quarter operating cost: \$82,000. Legal counsel: Fisher, Wayland, Coopert Leader-Washington. Consulting engineer: Edward F. Lorentz & Associates. Principals: Robert Cooper (42%), brother Mark and wife, Christy, and sister, Louis Zeitner and Louis' husband, Doug (12% each) and parents, Jack and Phyllis Cooper (5% each). Robert Cooper, brother Mark and sister Louis own one-third each of UHF permittee for Spokane, Wash. Jack Cooper is Hereford breeder. Zeitner is Butte, Mont., electrical engineer. Filed July 1.

### AM action

■ California, Mo.—Town and Country Communications Inc. granted 1420 khz, .5 kw-D. Address: 605 East Woodland Street, Springfield, Mo. 65807. Estimated construction costs: \$54,000; first-quarter operating cost: \$10,000; first-year revenue: \$64,000. Format: CW. Principals: Ernest B. DeCamp and Ray R. Rouse (26% each) and wives, F. Lynn and Susan K. (24% each). Ernest is news director at KGBX(AM) Springfield, Mo. Lynn is X-Ray technician. Ray is engineer at ABC Network. New York. Susan is teacher. Action June 23.

### FM action

■ Douglass, Wyo.—FM Broadcasters Inc. granted 99.3 mhz, .813 kw, HAAT: 530 ft. Address: P.O. Box 670, Torrington, Wyo. 82240. Estimated construction costs: \$10,000; first-year operating cost: \$35,400; revenue: \$78,000. Principal: Kermit G. Kath (100%), who owns 100% KGOS(AM)-KERM(FM) Torrington; 37% of KWOR(AM) and CP for FM, Worland, all Wyoming; 50% of KCSR(AM)-KQSK(FM) Chadron, Neb.; 50% of KVSH(AM) Valentine, Neb.; 15% of KASL(AM) Newcastle, Wyo. Action June 30.

## Ownership Changes

### Applications

■ WULA(AM) Eufaula, Ala. (AM: 1240 khz, 1 kw-D, 250 w-N; FM: 92.7 mhz, 3 kw, ant. 79 ft.)—Seeks assignment of license from WULA Inc. to McGowan Broadcasting Inc. for \$300,000 (BROADCASTING, July 13). Seller is owned by Roth E. Hook and wife, Lucille. Roth Hook owns 55% of WRAG(AM) and 100% of WAQT(FM), both Carrollton, Ala.; 80% of WMAG(AM)-WQST(FM) Forrest, Miss.; 55% of WRUS(AM)-WAKQ(FM) Russellville, Ky.; 50% of WSLG(AM) Gonzales and KRUS(AM)-KXKZ(FM) Ruston, both Louisiana. Buyer is owned by Steven McGowan (51%) and wife, Denise G. (16.3%), James R. Williams III (16.3%) and William B. Blunt (16.4%). Steven McGowan is salesman at WOOF-AM-FM

Dothan, Ala. Williams is broadcast executive with Associated Press in Jackson, Miss. Blunt is Montgomery, Ala., investment banker. They have no other broadcast interests. Filed July 2.

■ KCKC(AM) San Bernardino, Calif. (AM: 1350 khz, 5 kw-D, 500 w-N)—Seeks assignment of license from Sunshine Wireless Inc. to 1350 KC Inc. for \$1,375,000 (BROADCASTING, July 20). Seller: principally owned by Douglas Trenner and family, who have no other broadcast interests. Buyer is subsidiary of Jato Communications Inc., which is principally owned by Jack L. Siegal. Jato is licensee of KNSE(AM)-KNTF(FM) Ontario, Calif., and owns 55% of KWG(AM) Stockton and 55% of KSRT(FM) Tracey, Calif. Jato has sold, subject to FCC approval, KNSE(AM) for \$1.3 million (BROADCASTING, July 20). Filed July 6.

■ KSAN-FM San Francisco (FM: 94.9 mhz, 30 kw, ant. 1210 ft.)—Seeks assignment of license from Metromedia Inc. to Malrite of Ohio Inc. for \$7,000,000 (BROADCASTING, June 8). Seller: Publically traded Secaucus, N.J.-based group owner of six AM's, seven FM's and seven TV's which has bought, subject to FCC approval, WWBA(FM) St. Petersburg, Fla. for \$7 million (BROADCASTING, June 8 et seq.). Buyer: Cleveland-based group of six AM's, four FM's and three TV's. Milton Maltz is chairman and principal owner. Filed July 1.

■ WDLF(AM) Deland, Fla. (AM: 1310 khz, 5 kw-D)—Seeks assignment of license from David R. Hill, receiver to Deland Broadcasting Inc. for \$250,000. Seller: Wayne Wagner and Donald L. Stork (35% each) and John C. Clancy (30%). Clancy and Stork own WFLR-AM-FM Dundee, N.Y. Clancy owns 30%, Stork 35%, of WWJB(AM) Brooksville, Fla., and each own 45% of applicant for new AM at Cobleskill, N.Y. Buyer: Michael B. Scott and Ronald L. Sutton (50% each). Scott is sales manager at WDLF, where Sutton is general manager. They have no other broadcast interests. Filed July 7.

■ WGGG(AM) Gainesville, Fla. (AM: 1230 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Miller Broadcasting Inc. to U.S. Broadcasting Inc. for \$1,103,400. Seller: Howard A. Miller (100%), who owns WMWB(AM)-WYRL(FM) Melbourne, Fla., and WFXW(AM) Geneva, Ill. Buyer: Frederick C. Mezey (62%), Robert A. Elkins (35%) and Charles Warner (3%). Mezey is New Brunswick, N.J., attorney and real estate investor. Elkins is Jersey City, N.J., attorney and real estate investor. Warner is lecturer in communications department of Southern Illinois University and former (1977-79) general manager of WNBC(AM) New York and vice president at NBC Broadcasting (1975-79). They have no other broadcast interests. Filed June 30.

■ WTCL(AM) Warren, Ohio (AM: 1570 khz, 500 w-D)—Seeks assignment of license from Stauffer Media Inc. to Geri Taczak Inc. for \$250,000 (BROADCASTING, July 6). Seller: L. W. Stauffer, who has no other broadcast interests. Buyer: Geri Taczak (100%), who owns Fowler, Ohio, nursing home and other real estate interests and has no other broadcast interests. Filed July 8.

■ WPKZ(AM) Pickens, S.C. (AM: 1540 khz, 10 kw-D)—Seeks assignment of license from Mark Media Inc. to WPKZ Inc. for \$300,000. Seller: J. Ardell Sink (70.77%) and wife, Remelle K. Sink (29.23%), who also own WKYK(AM) Burnsville, N.C. Buyer: Glenn Turner (100%), accountant for Chicago commercial printer, who has no other broadcast interests. Filed July 1.

■ WJZA(AM) Harriman, Tenn. (AM: 1600 khz, 5 kw-D)—Seeks transfer of control of Folkways Broadcasting Inc. from C. Phillip Beal (100% before; none after) to Donald H. and Margaret V. Beck (none before; 100% after) consideration: \$295,000. Principals: C. Phillip Beal (100%), who owns 60% of WRGS(AM) Rogersville, Tenn. Buyers are husband and wife; Donald is sales engineer and Margaret is retail manager, both for Nashville businesses, and have no other broadcast interests. Filed July 8.

■ KPDN(AM) Pampa, Tex. (AM: 1340 khz, 1 kw-D,

250 w-N)—Seeks assignment of license from Top O' Texas Broadcasting Co. to K&M Leasing for \$400,000 (BROADCASTING, July 13). Seller is principally owned by Warren Hasse, who has no other broadcast interests. Buyer is principally owned by Phillip Moore and Cecil Koonce, who are associated with local storm window and siding firm and have no other broadcast interests. Filed July 9.

■ **KBID(FM)** Wichita Falls, Tex. (FM: 92.9 mhz, 100 kw, ant. 920 ft.)—Seeks assignment of license from Mustang Broadcasting Co. to KNIN Broadcasting Inc. for \$925,000. Vernon Beck (50%), estate of Paul Teague, Lloyd Sutton and James Warman (16.66% each), who have no other broadcast interests. Buyer: Richard J. Moran (99%) and Richard deButts (1%), who own KNIN(AM) Wichita Falls. Filed July 8.

## Actions

■ **KAAA(AM)-KZZZ(FM)** Kingman, Ariz.—Granted assignment of license from Sun Mountain Broadcasting to Mohave Sun Broadcasting for \$850,000. Seller: Charles D. Langerveld and wife, Janet K. (100% jointly), who have no other broadcast interests. Buyer: William Mack and Steve Trono (50% each). Mack owns 95% of WPOW(AM) Powell, Wyo. Trono is Albuquerque, N.M.-based communications consultant who has no other broadcast interests. Action July 8.

■ **KUTY(AM)** Palmdale, Calif.: (AM: 1470 khz, 5 kw-D) Sold by Bates Hall Communications Inc. to Ware Communications Inc. for \$400,000. Seller is owned by Laurens C. Hall, who has no other broadcast interests. Buyer is wholly owned subsidiary of Fontana Steel Inc. Fontana, Calif.-based steel fabrication company. Paul D. Ware is president and owner. He has no other broadcast interests. Action July 8.

■ **WRWH(AM)** Cleveland, Ga. (AM: 1350 khz, 1 kw-D)—Granted transfer of control of Newsic Inc. from Ronald E. Weitman and others (100% before; none after) to Lamon J. Kinsey and others (none before; 100% after) consideration: \$10,000. Principals: Ronald E. Weitman, Rodney D. Fitzgerald and Claude P. Smith (one-third each), who have no other broadcast interests. Buyers are Lamon J. Kinsey, Stanley V. Hefner and Dean Dyer (one-third each). Kinsey is former engineer at WRWH. Hefner also was employed with station. They have no other broadcast interests. Action July 6.

■ **KRIT(FM)** Clarion, Iowa (FM: 96.9 mhz, 93 kw, ant. 200 ft.)—Granted assignment of license from Wright Country Radio Inc. to Central Iowa Broadcasting Inc. for \$370,000. Seller: Marvin Hull (47.9%), Bernard C. Bunn (11.75%), Gerald McLaughlin (11.56%), Roger K. Sumners (8.64%), Leslie Hartsock (6.93%), Lavone Isenberger (6.74%) and Russell Long (6.35%). They have no other broadcast interests. Buyer: A. Miller and Gresham M. Roskamp, brothers, and Donald L. Rabbitt (one-third each). They also own WFON(FM) Fond du Lac, Wis. Action July 6.

■ **KDAL(AM)** Duluth, Minn. (AM: 610 khz, 5 kw-U)—Granted assignment of license from WGN Continental Broadcasting Inc. to Duchossois Enterprises Inc. for \$1,900,000. Seller: Station group wholly owned by the Tribune Co., Chicago-based privately held publisher of *Chicago Tribune* and other papers, which has interlocking ownership with New York News Co. (*New York Daily News*). Also Tribune Co. is cable MSO and recently agreed to acquire control of Douglas Communications, Mahwah, N.J. for \$30 million (BROADCASTING, Jan. 5). Stanton R. Cook is president. Buyer: Richard L. Duchossois (100%), president of Duchossois-Thrall Group Inc., that has interests in railroad car manufacturing and leasing; and Chamberlin Manufacturing Corp., electronic and consumer products, both Chicago. He has no other broadcast interests. Action July 6.

■ **KTXS(AM)** Whitefish, Mont. (AM: 1450 khz, 1 kw-D, 250 w-N)—Granted transfer of control of Big Mountain Broadcasting Inc. from Richard R. Miller and John L. Peterson (90% before; none after) to J. John Morrison (10% before; 100% after) consideration: \$30,000. Principals: Seller is owned by Richard R. Miller (75%) and John L. Peterson (15%). Miller owns KBOW(AM)-KOPR(FM) Butte, Mont. Buyer is owned by J. John Morrison (100%), who is general manager and currently 10% owner of KTXS. Action July 8.

■ **KKBK(AM)** Aztec, N.M. (AM: 1340 khz, 1 kw-D, 250 w-N)—Granted transfer of control of San Juan Broadcasting Inc. from David J. Watts (100% before; none after) to Wayne E. March (none before; 100%

after) consideration: \$117,600. Principals: Seller is owned by David J. Watts, who presently owns 51% of stock. Buyer is owned by Wayne E. March, who will acquire transferor's 51%. March also owns 50% KTNM(AM) Tucumcari, N.M. Action July 8.

■ **KTVZ(TV)** Bend and KTMT(FM) Medford, both Oregon (TV: ch. 21, CBS, 77.6 kw vis., 15.5 kw aural, ant. 540 ft.; FM: 93.7 mhz, 18.5 kw, ant. 3260 ft.)—Granted transfer of control from J.L. DeArmond and John R. Dellenback (66.6% before; none after) to George R. Johnson (33.33% before; 100% after) consideration: \$1,600,000. Principals: Sellers are releasing their two-thirds interest in stations. Buyer already owns one-third of stations. They also sold, KTVL(TV) Medford for \$12.5 million to Freedom Newspapers (see below). Action July 7.

■ **KTVL(TV)** Medford, Ore. (TV: ch. 10, 132 kw vis. 26.3 kw, aux. ant. 3,310 ft.)—Granted assignment of license from Sierra Cascade Communications Inc. to Freedom Communications Inc. for \$12.5 million. Seller is owned by J. L. DeArmond, George R. Johnson and John R. Dellenback (one-third each). They also own KTMT(FM) Medford and 55% of KTVZ(TV) Bend, Ore.; transfer of control which has been granted to George R. Johnson (see above). Buyer is owned by Freedom Newspapers Inc., Santa Ana, Calif.-based publisher of 31 daily and five weekly newspapers in nine states. It is owned by C. H. Hoiles, chairman, and family who have no other broadcast interests. Action July 7.

■ **WCDL-AM-FM** Carbondale, Pa. (AM: 1550 khz, 5 kw-D; FM: 94.3 mhz, 330 w, ant. 770 ft.)—Granted assignment of license from Stainless Broadcasting Co. to Lifestyle Productions of Pennsylvania for \$525,000. Seller: Principally owned by Henry J. Guzowicz, Richard J. Eberle and Robert A. Farrington, who own WRAC(AM)-WKSB(FM) Williamsport, Pa., and WICZ-TV Binghamton, N.Y. Buyer: Noble V. Blackwell (60%) and Richard S. Owens, and wife, Lykema (20% each). Blackwell is former vice president and general manager of WJNR(AM) Newark, N.J. Owens is Washington computer analyst. They have no other broadcast interests. Action July 8.

■ **KRCT(FM)** Ozone, Tex. (FM: 94.3 mhz, 3 kw, ant. 55 ft.)—Granted assignment of license from Crockett County Broadcasters to Sonora Broadcasting Inc. for \$135,000. Seller: Richard L. Whitworth and Thomas H. Earnest (50% each). Whitworth owns one-third of new FM applicant for Breckenridge, Tex. Buyer: Walton A. Foster (66.7%) and Donald W. Frifis (33.3%). Foster owns 66.66% of KVRN-AM-FM Sonora, Tex. and 40% of Arcatel Inc.; new FM applicant for Lockhart, Tex. Frifis is San Angelo, Tex., attorney and one-third owner of KVRN. Action July 6.

## Facilities Changes

### AM applications

■ **KXL(AM)** Portland, Ore.—Seeks CP to change hours of operation to U by adding 10 kw-N; install DA-2 and make changes in ant. sys. Ann. July 13.

■ **WSCW(AM)** South Charleston, W. Va.—Seeks CP to change TL to Nease Drive. 0.8 miles north of U.S. Naval ordnance plant, near South Charleston. Ann. July 16.

### FM applications

■ **KRQY(FM)** Pueblo, Colo.—Seeks CP to change TL to Baculite Mesa, 7.8 miles N.E. of Pueblo; increase ERP to 100 kw (H&V); HAAT: 601.6 ft. (H&V); make changes in ant. sys. Ann. July 7.

■ **KCRT-FM** Trinidad, Colo.—Seeks modification of CP (BPH-800307AD) to install aux. ant. at location other than main, Country Club Drive, near Trinidad; locate SL and RC at 100 Fisher Drive, Trinidad; to be operated on ERP: 3.0 kw (H&V); HAAT: 284 ft. (H&V) and change TPO. Ann. July 16.

■ **WESU(FM)** Middletown, Conn.—Seeks CP to make changes in ant. sys.; change type ant. (H&V); decrease ERP: 1.515 kw; increase HAAT: 38 ft., and change TPO. Ann. July 8.

■ **\*WETA-FM** Washington—Seeks CP to install aux. ant. on main tower; to be operated on ERP: 8.014 kw; HAAT: 448 ft. and change TPO (for aux. purposes only). Ann. July 16.

■ **WGNE-FM** Panama City, Fla.—Seeks CP to change

TL/SL to 2615 East 15th Street, Panama City; increase HAAT: 268 ft. (H&V) and make changes in ant. sys. Ann. July 16.

■ **WKKD-FM** Aurora, Ill.—Seeks CP to make changes in ant. sys.; change type trans.; change type ant. decrease ERP to .880 kw (H&V); increase HAAT to 510 feet (H&V) and change TPO. Ann. July 8.

■ **\*WJMU** Decatur, Ill.—Seeks CP to change frequency to 89.5 mhz; increase power to .265 kw. Ann. July 7.

■ **WEBQ-FM** Harrisburg, Ill.—Seeks CP to change TL to 2 miles west of Creal Springs, Ill.; decrease ERP to 26.9 kw (H&V); HAAT: 678 ft. (H&V); make changes in ant. sys. Ann. July 7.

■ **\*WNIN-FM** Evansville, Ind.—Seeks modification of CP (BPED-2593, as mod.) to change SL and RC to 9201 Petersburg Road, Evansville. Ann. July 8.

■ **\*KDCR(FM)** Sioux Center, Iowa—Seeks modification of CP (BPED-790419AA, as mod.) to make changes in ant. sys.; change TL to Dordt College Campus, Sioux Center; Decrease HAAT: 300 ft. (H&V) and change TPO. Ann. July 7.

■ **WFMI(FM)** Winchester, Ky.—Seeks CP to change TL to Highway 60, 0.5 miles west of Old Pine Grove, Ky.; specify SL/RC to 58 1/2 South Main Street, Winchester and make changes in ant. sys. Ann. July 16.

■ **WGLO(FM)** Pekin, Ill.—Seeks modification of CP (BPH-11,097) to make changes in ant. sys.; change type ant.; decrease ERP: .520 kw (H&V); increase HAAT: 658 ft. (H&V) and change TPO. Ann. July 16.

■ **KKRK(FM)** Iowa City—Seeks CP to change TL to 6.70 miles from Iowa City Post Office; increase ERP: 100 kw (H&V); HAAT: 532 ft. (H&V) and make changes in ant. sys. Ann. July 16.

■ **KMBQ(FM)** Shreveport, La.—Seeks CP to change TL to east side of Louisiana Highway 1, 4.2 miles S.E. of Moorings Port, La.; increase ERP: 100 kw (H&V); HAAT: 1,020 ft (H&V); change type trans. and make changes in ant. sys. Ann. July 16.

■ **WBLM(FM)** Lewiston, Me.—Seeks CP to change TL to Gloucester Hill Road, near Gloucester, Me.; increase ERP: 32.44 kw (H&V); HAAT: 616 ft. (H&V); install aux. trans.; change type main trans. and make changes in ant. sys. Ann. July 16.

■ **KZZY(FM)** San Antonio, Tex.—Seeks CP to change TL to Tower of Americas, San Antonio; change ERP: 100 kw (H) 50 kw (V); HAAT: 672 ft (H&V) and make changes in ant. sys. Ann. July 16.

■ **WKEE-FM** Huntington, W. Va.—Seeks CP to install aux. ant. on main tower, to be operated on: ERP: 27 kw (H); HAAT: 347 ft. (H) and change TPO (for aux. purposes only). Ann. July 16.

### TV applications

■ **KTDS(TV)** Brownsville, Tex.—Seeks authority to identify SL as Brownsville-McAllen. Tex. Ann. July 8.

■ **WXOW-TV** La Crosse, Wis.—Seeks CP to change ERP to 400 kw vis. (M), 227 kw (H), 22.7 kw and change trans. Ann. July 13.

■ **KTUX(TV)** Rock Springs, Wyo.—Seeks CP to change ERP to 316 kw vis., 47 kw aural; HAAT: 1,142 ft.; TL: 8.1 miles southwest of Rock Springs; SL to be determined. Ann. July 16.

### AM actions

■ **KKDI(AM)** Sheridan, Ark.—Granted modification of CP (BP-20,711) to make changes in ant. sys.; (increase height of tower from 153 to 306 ft. to support new FM ant.). Action June 17.

■ **KIEV(AM)** Glendale, Calif.—Granted CP to change hours of operation to U by adding 1 kw-N; install DA-N; nighttime TL: 1050 Montecito Drive, Los Angeles. (2 site operation) and make changes in ant. sys. Action June 24.

■ **WDCI(AM)** Gorham, Me.—Granted modification of CP (BP-20,624, as mod.) to change SL and RC to 10 Oak Terrace, Scarborough, Me. (outside city limits). Request waiver of section 73.1125(B)(3)(I) of rules. Action June 19.

■ **WPGC(AM)** Morningside, Md.—Granted modification of CP (BP-20,324, as mod.) to change TL to 5526 Walker Mill Road, Oakland, Md. Action June 18.

■ **WTNR(AM)** Kingston, Tenn.—Granted CP to change hours of operation to U by adding N service

with 1 kw; install DA-N and make changes in ant. sys. Action June 22.

■ WDOT(AM) Burlington, Vt.—Granted CP to change freq. to 1390 khz; install DA-N; change TL to Intervale Road, 0.5 miles north of R.R., Burlington. Action June 24.

■ KITI(AM) Chehalis-Centralia, Wash.—Granted CP to increase D and N power from 1 to 5 kw; install DA-2; change TL: 1.25 miles east of Centralia on Salzer Valley Road, Centralia; and make changes in ant. sys. Action June 26.

### FM actions

■ KCAW(FM) Sitka, Alaska—Granted modification of CP (BPH-791005AH) to make changes in ant. sys.; change type trans.; change type ant. (H&V); change ERP: 10.22 kw (H&V); change HAAT: 612 ft. (H&V) and change TPO. Action June 17.

■ KSIQ(FM) Brawley, Calif.—Granted modification of CP (BPH-790226AE) to make changes in ant. sys.; change type ant.; decrease HAAT: 207 ft. (H&V) and change TPO. Action June 18.

■ KUBB(FM) Mariposa, Calif.—Granted CP to change ERP: 2.0 kw (H&V) and change HAAT: 2079 ft. (H&V). Action June 30.

■ WJYW(FM) Tampa, Fla.—Granted CP to make changes in ant. sys.; change TL to Franklin Street, Tampa; change type ant. (H&V); increase HAAT: 606 ft. (H&V) and change TPO. Action June 11.

■ KSNM(FM) Pocatello, Idaho—Granted modification of CP (BPH-790419AF) to make changes in ant. sys.; change type ant.; increase ERP: 40 kw (H&V); decrease HAAT: 94 ft. (H&V) and change TPO. Action June 30.

■ KADQ-FM Rexburg, Idaho—Granted CP to change SL and RC to 134 East Main Street, Rexburg, Idaho; decrease ERP: 2.90 kw (H&V); increase HAAT: 310 ft. (H&V) and change TPO. Action June 30.

■ \*WPSR(FM) Evansville, Ind.—Granted CP to change TL to Central High School, 5400 First Avenue, Evansville; SL and RC: same as TL; ERP: 13.881 kw; HAAT: 164 ft. and make changes in ant. sys. Action June 24.

■ \*KFQO-FM Boone, Iowa—Granted modification of CP (BPH-800909AF) to make changes in ant. sys. increase HAAT to 346 ft (H&V). Action June 17.

■ \*KIGC(FM) Oskaloosa, Iowa—Granted CP to increase ERP to 230 w; HAAT: to 123 ft. Action June 24.

■ \*KVCO(FM) Concordia, Kan.—Granted CP to increase ERP: 126.5 w; HAAT: 77.17 ft. Action June 24.

■ \*WKCC(FM) Grayson, Ky.—Granted CP to increase power to 96.7 mhz. Action June 30.

■ WJYL(FM) Jeffersonton, Ky.—Granted CP to make changes in ant. sys.; change type trans.; change type ant. (H&V); decrease ERP: 1.4 kw (H&V); increase HAAT: 415 ft. (H&V) and change TPO. Action June 12.

■ WCKW(FM) La Place, La.—Granted CP to increase ERP to 100 kw (H&V); increase HAAT: 440 ft. (H&V); change type trans. and utilize former trans. as auxiliary. Action June 23.

■ \*WBIM-FM Bridgewater, Mass.—Granted modification of CP (BPED-790813AD) to make changes in ant. sys.; change type ant. (H&V); change ERP: 0.2 kw (H&V); increase HAAT: 71 ft. (H&V) and change TPO. Action June 11.

■ WJLB(FM) Detroit, Mich.—Granted CP to install new aux. ant. on main tower, to be operated on: ERP: 18 kw (H&V); HAAT: 380 ft. (H&V); locate SL at 2050 CNB Building, Detroit; locate RC at 375 Midland, Detroit; and change TPO (for aux. purposes only). Action June 26.

■ \*WSGR-FM Port Huron, Mich.—Granted CP to increase ERP: 120 w; HAAT: 14 ft.; install new ant.; redesign TL & SL to St. Clair Court, Community College, 323 Erie Street, Port Huron, Mich. Action June 24.

■ KCLU-FM Rolla, Mo.—Granted CP to change TL to intersection of US 63 and interstate 44 Highways, Rolla, Mo. Action June 30.

■ \*WKNH(FM) Keene, N.H.—Granted CP to increase ERP: 274 w; HAAT: minus 376 ft. Action June 24.

■ WCNL-FM Newport, N.H.—Granted CP to make changes in ant. sys.; change TL to atop Green Mountain, Claremont, N.H.; change type trans.; change type

ant.; change ERP: 0.150 kw (H&V); increase HAAT: 1,090 ft. (H&V) and change TPO. Action June 30.

■ WNNN(FM) Canton, N.J.—Granted CP to install new ant., and new trans. as stand-by units. Action June 23.

■ \*WRPR(FM) Mahwah, N.J.—Granted CP to increase ERP to 100 w; HAAT: minus 64 ft. Action June 24.

■ \*WBSU(FM) Brockport, N.Y.—Granted modification of CP (BPED-2677) to make changes in ant. sys.; change type trans.; change ERP: 0.0084 kw (H&V); increase HAAT: 181 ft. (H&V) and change TPO. Action June 17.

■ WQTI(FM) Godwin, N.C.—Granted CP to increase HAAT to 325 ft. (H&V) and decrease ERP: 2.7 kw (H&V). Action June 30.

■ WHBC-FM Canton, Ohio—Granted CP to make changes in ant. sys.; change type trans.; change type ant.; increase ERP: 48.2 kw (H&V); increase HAAT: 378 ft. (H&V) and change TPO. Action June 12.

■ WCRF(FM) Cleveland, Ohio—Granted CP to make changes in ant. sys. Action June 30.

■ WBZI(FM) Zenia, Ohio—Granted CP to mount stand-by ant. on existing ant. for emergency purposes, to be operated on: ERP: 92 kw (H&V); HAAT: 270 ft. (H&V); use old trans. as a stand-by unit and change TPO. Action June 17.

■ KQFO(FM) Frederick, Okla.—Granted modification of CP (BPH-801021AH) to change TL to .85 miles west on Highway 5 from center of Frederick; change SL and RC to 207 West Grand; change type trans.; change type ant.; decrease HAAT: 221.6 ft. (H&V) and change TPO. Action June 23.

■ KLNK(FM) Oklahoma City, Okla.—Granted modification of CP (BPH-800616AG) to increase ERP: 100 kw (H&V). Action June 30.

■ KBEZ(FM) Tulsa, Okla.—Granted CP to make changes in ant. sys.; change type trans.; change type ant. (H&V); increase ERP: 100 kw (H&V); increase HAAT: 713 ft. (H&V); change SL and RC to 1120 East Skelly Drive, Tulsa, and change TPO. Action June 17.

■ \*KEOL(FM) La Grande, Ore.—Granted CP to change to 91.7 mhz; increase ERP: 307. w; HAAT: minus 749.5 ft. Action June 24.

■ \*WMSS(FM) Middletown, Pa.—Granted CP to make changes in ant. sys.; change type ant.; change ERP to 0.914 kw (H&V); decrease HAAT: 69 ft. (H&V) and change TPO. Action June 26.

■ \*WTWQ(FM) Rapid City, S.D.—Granted CP to increase ERP 750 w; HAAT: 720 ft. and make changes in ant. sys. Action June 24.

■ KWAM-FM Memphis, Tenn.—Granted CP to change aux. TL to 64 Flicker Street, Memphis; install new aux. trans.; change aux. ant. (H&V); increase ERP: 19.2 kw (H&V); increase HAAT: 147 ft. (H&V) and change TPO (for aux. purposes only). Action June 17.

■ WFFV(FM) Front Royal, Va.—Granted modification of CP (BPH-800109AK, as mod.) to make changes in ant. sys.; change TL to on Signal Knob, 2.5 miles S.E. of Strasburg, Va.; change type trans.; change type ant.; change ERP: 0.160 kw (H&V) and change TPO. Action June 29.

■ WPVR(FM) Roanoke, Va.—Granted CP to make changes in ant. sys.; change TL to Poor Mountain, near Roanoke, Va.; change type trans.; change type ant.; increase ERP: 100 kw (H&V); increase HAAT: 1,979 ft. (H&V) and change TPO. Action June 26.

■ WCFW(FM) Chippewa Falls, Wis.—Granted CP to utilize trans. and ant. as aux. stand-by units and install new trans. and ant. Action June 22.

### TV actions

■ WTVY(TV) Dothan, Ala.—Granted CP to change type of trans.; and make changes in ant. sys. Action July 6.

■ WOC-TV Davenport, Iowa—Granted CP to change ERP to 100 kw vis., 10 kw aur.; change TL to 5 miles east of Davenport (same site description) and make changes to ant. sys. (Applicant contemplates shared use of proposed structure with WHBF-TV). Action July 6.

■ WKFT(TV) Fayetteville, N.C.—Granted authority to operate trans. by RC from SL at 230 Donaldson Street, Fayetteville, N.C. Action July 8.

■ WNCT-TV Greenville, N.C.—Granted authority to operate trans. by RC from SL at 3221 Evans Street,

Greenville, N.C. Action July 8.

■ WTVW(TV) Evansville, Ind.—Granted CP to change ERP to 316 kw vis., 63.2 kw aur. and add circular polarization. Action June 22.

■ WGGT(TV) Greensboro, N.C.—Granted request to identify station as Greensboro-High point-Winston-Salem, N.C. Action June 30.

■ WVTM(TV) Milwaukee, Wis.—Granted request for authority to operate trans. by RC from SL at 4041 North 35th Street, Milwaukee. Action June 16.

## In Contest

### FCC decisions

■ FCC notified Equivox Inc., licensee of KRMQ(FM) Provo, Utah, that it is liable for \$20,000 forfeiture for operating with facilities not authorized by its CP. FCC required Equivox to file new license application to reflect facilities changes. Station went on air last December under automatic program test authority. Simultaneously Equivox filed license application and also application to sell it and co-owned KEYV(AM) Provo two weeks later. When FCC reviewed license application, it discovered facilities had been constructed and operated different from CP. FCC directed Equivox to update engineering information and notify FAA that its tower was taller than authorized. KRMQ did not seek FAA clearance, so FCC denied extension of STA and ordered station to suspend operations. First Media Corp., licensee of KAYK-FM Provo, alleged KRMQ made misrepresentations to FCC and should be subject of hearing to consider revoking KRMQ's license application and review grant of sale of its FM. In reply, KRMQ said surveying errors, haste to complete construction and requests from state officials were to blame, and it also did not know FAA clearance to modify facilities were needed. FCC decided that because of time and expense it would not hold hearing, but would require \$20,000 forfeiture for failure to strictly comply with critical technical rules. Action July 16.

■ FCC accepted amended Equal Employment Opportunity program submitted by Board of Governors for University of North Carolina for eight educational TV stations licensed to University. Amended EEO program was submitted in response to FCC Memorandum Opinion and Order issued in June 1980 requiring stations to set forth new minority hiring and promotion goals for remainder of license terms ending December 1, 1981. Updated submission shows that by December, minorities will account for 12% of stations' employees as compared to 20% available minority labor force in North Carolina. FCC said stations' licenses will be renewed by delegated authority. Action July 16.

■ KXIV Inc., has appealed to U.S. Court of Appeals for District of Columbia Circuit an FCC decision granting application of American International Development Inc., for new FM station on 99.9 mhz, at Phoenix, Ariz. In June 1979, ALJ Walter C. Miller found AID was only basically qualified candidate, granted its application and denied applications by KXIV, licensee of KXIV(AM) Phoenix, and Herbert W. Owens, Jr., for same frequency. Largely on exceptions by KXIV and Owens, FCC's Review Board reversed Judge Miller and awarded construction permit to KXIV. Last month, in response to appeal by AID, FCC reversed the Review Board and affirmed Judge Miller. KXIV contended FCC acted arbitrarily and capriciously and asked the court to reverse the AID application grant. Ann. July 15.

■ FCC renewed license of WDIZ-FM Winter Park, Fla., for remainder of regular term, until Feb. 1, 1982. On June 7, 1979, FCC granted Shamrock Development Corp., station's licensee, short-term renewal for not recruiting qualified blacks from area's available black labor force since 1975. However, predicated on station's adherence to its EEO program, including an expansion of recruitment sources enabling qualified black applicants to be attracted, FCC said WDIZ-FM's license would be renewed for remainder of regular term expiring February 1, 1982. Action July 16.

■ FCC renewed license of KHVH(AM) Honolulu, Hawaii, for remainder of its license term, until February 1, 1984. In April 1980 FCC renewed station's license on short-term basis, finding KHVH's EEO program had been ineffective during preceding license term. Short-term renewal was granted subject to the condition that the station periodically submit EEO Progress reports. Action July 16.

■ FCC authorized its Broadcast Bureau to accept application of Plough Broadcasting Inc., to add nighttime operation at limited-time WJJD(AM) Chicago. Authorization potentially also covers 10 other limited-time stations in operation. WJJD's request was in line with FCC's clear channel report and order, released last year, which opened way for additional AM's. Decision authorized limited-time stations on clear channels to apply for interim waivers to allow operation during all nighttime hours. Acceptance of WJJD's application required waiver of rules limiting nighttime power of some unlimited-time stations. WJJD proposes a 10-kilowatt nighttime power, well over one-kilowatt power ceiling provided for in rules for its class. Agency noted that acceptance for waiver does not mean facilities sought can or will be authorized. Action July 16.

■ FCC renewed licenses of KBUC-AM-FM San Antonio, Tex., despite objections by private citizen groups. The Housing Organizations Mobilized for Equality, the Organizations United for Eastside Development and LULAC District 15 accused the station's licensee, Turner Broadcasting Corp., of making inadequate efforts to ascertain needs of minorities, of discriminatory hiring practices and of broadcasting inflammatory and racist opinions. Responding to groups' first accusation, FCC pointed out that more than half of Turner's ascertainment interviews were with minority leaders—55% Hispanic and 5.6 percent black. It added that the key to satisfactory ascertainment of community leaders is representativeness, not sheer numbers as groups contended. Nor, FCC said, could it agree that Turner's employment statistics showed passive pursuit of affirmative action policy, pointing out that Turner has increased substantially percentage of minorities in upper-level jobs. Noting that groups' only specific criticism is that there is no minority training program, FCC stated that such program is not required under its rules. While Turner admitted it has no such program, it noted that two minority employees received on-the-job training enabling them to advance to upper-level positions. In addition, FCC pointed out that groups' charge that minorities occupy only menial positions is controverted by Turner's employment of Hispanics in positions of responsibility. As for accusation that Turner has allowed two of its on-the-air personalities to broadcast "inflammatory, racist and demeaning language" against members of the community, specifically Iranian student demonstrators, FCC said it was prohibited under First Amendment from censoring broadcast material or from improperly interfering with broadcaster's freedom of expression. Action June 30.

■ Dickinson, N.D. [Dickinson Broadcasting Corp. (KDIX-TV)] Ordered Dickinson to forfeit \$500 for repeated violation of Section 73.1205 of rules. Action June 25.

## Allocations

■ Leone, American Samoa—In response to petition by Radio Samoa Ltd. proposed assigning 101.1 mhz to Leone as its first FM assignment, comments due Aug. 25, replies Sept. 14 (BC Doc. 81-406). Action June 18.

■ St. Johns, Ariz.—In response to petition by Plateau Communications Inc. proposed assigning 95.7 mhz to St. Johns as its first FM assignment, comments due Aug. 25, replies Sept. 14 (BC Doc. 81-405). Action June 18.

■ Yuma, Ariz.—In response to petition by People Broadcasting Co. proposed assigning 100.9 mhz to Yuma as its third FM assignment, comments due Aug. 28, replies Sept. 17 (BC Doc. 81-402). Action June 18.

■ Rifle, Co.—Assigned 105.3 mhz to Rifle as its first FM assignment, effective Aug. 25 (BC Doc. 80-526). Action June 18.

■ Canton, Ill.—In response to petition by Canton Communications proposed assigning 100.9 mhz to Canton as its second FM assignment, comments due Aug. 25, replies Sept. 14 (BC Doc. 81-408). Action June 18.

■ Jacksonville, Ill.—Assigned 105.5 mhz to Jacksonville as its second FM assignment, effective Aug. 25 (BC Doc. 80-337). Action June 18.

■ De Ridder, La.—In response to petition by KATY Associates proposed assigning 92.1 mhz to De Ridder as its second FM assignment, comments due Aug. 25, replies Sept. 14 (BC Doc. 81-403). Action June 18.

■ Bemidji, Minn.—Assigned 103.7 mhz to Bemidji as its second FM assignment, effective Aug. 25 (BC Doc. 80-328). Action June 18.

■ College, Alaska—In response to petition by Associated Students of the University of Alaska proposed assigning 103.9 mhz to College as its first FM assignment, comments due September 14, replies October 5 (BC Doc. 81-435). Action July 6.

■ Bullhead City, Ariz.—Substituted 102.7 mhz for 102.3 mhz at Bullhead City as its first substantial FM and nighttime and aural assignment, effective September 4 (BC Doc. 80-178). Action July 6.

■ Lake Havasu City, Ariz.—Assigned 105.1 mhz to Lake Havasu City as its second FM assignment and substituted 101.1 mhz for 95.9 mhz in same community. (BC Doc. 80-293). Action July 6.

■ Indio, Calif.—Assigned 92.7 mhz to Indio as its second FM assignment, effective September 4 (BC Doc. 80-235). Action July 6.

■ Spirit Lake, Iowa—Assigned 103.9 mhz to Spirit Lake as its first FM assignment, effective September 4 (BC Doc. No. 80-733). Action July 6.

■ Martin and Salyersville, both Kentucky—In response to petition by Licking Valley Radio Corp. proposed reassigning 100.1 mhz from Martin to Salyersville as its first FM and nighttime aural assignment, comments due August 31 and replies September 21 (BC Doc. 81-411). Action July 6.

■ Natchitoches, La.—In response to petition by Ben Barron proposed assigning 95.9 mhz to Natchitoches as its second FM assignment, comments due September 8 and replies September 27 (BC Doc. 81-436). Action July 6.

■ Ladysmith, Wis.—Assigned 92.7 mhz to Ladysmith as its second FM assignment, effective September 4 (BC Doc. 80-503). Action July 6.

■ Greenville, Ill.—Assigned 101.7 mhz to Greenville as its first commercial FM assignment, effective September 7, and reversed an earlier Report and Order (BC Doc. 80-318). Action June 29.

■ Osceola, Iowa—Assigned 101.7 mhz to Osceola as its first commercial FM assignment, effective September 7 (BC Doc. No. 81-29). Action June 29.

■ Varnado, La.—Assigned 92.7 mhz to Varnado as its first commercial FM assignment, effective September 7, provided there is site restriction of at least 2.1 km west of community to avoid short-spacing to Station WQST(FM) Forest, Miss. (BC Doc. 80-585). Action June 29.

■ Spokane, Wash.—Assigned 103.9 mhz to Spokane as its eighth commercial FM assignment, effective September 7 (BC Doc. 80-502). Action June 29.

■ Casper, Wyo.—Assigned 103.7 mhz and 106.9 mhz to Casper as its third and fourth FM assignments, respectively (BC Doc. 80-492). Action June 29.

■ Walker, Minn.—Assigned 99.3 mhz to Walker as its first FM assignment, effective Aug. 25 (BC Doc. 80-539). Action June 18.

■ Petal, Miss.—In response to petition by Jerrine Wilson proposed assigning 106.3 mhz to Petal as its first FM assignment, comments due Aug. 25, replies Sept. 14 (BC Doc. 81-400). Action June 18.

■ Lowville, N.Y.—In response to petition by DeHart Broadcasting Corp. proposed assigning 99.3 mhz to Lowville as its first FM assignment, comments due Aug. 28, replies Sept. 17 (BC Doc. 81-407). Action June 18.

■ Sidney, N.Y.—In response to petition by Mark D. Humphrey proposed assigning 100.9 mhz to Sidney as its first FM assignment, comments due Aug. 25, replies Sept. 14 (BC Doc. 81-404). Action June 18.

■ Denison, Tex.—Assigned 104.9 mhz to Denison as its second FM assignment, and substituted 102.3 mhz for ch. 285A at Madill, Tex., effective Aug. 10 (BC Doc. 80-561). Action June 23.

■ Midland, Tex.—In response to petition by Stephen L. Wood and D. Lloyd Henderson proposed assigning 106.7 mhz to Midland as its fourth FM assignment, comments due Aug. 28, replies Sept. 17 (BC Doc. 81-401). Action June 18.

■ Pasco, Wash.—Assigned 98.3 mhz to Pasco as its first FM assignment, effective Aug. 25 (BC Doc. 80-448). Action June 18.

## Cable

■ Town and County Cablevision Inc. for Dora, Ark. (AR0245) new signal.

■ Berkeley Cable TV for Moncks Corner, S.C. (SC0184) new signal.

■ Cable T-V of Quapaw for Quapaw, Okla. (OK0227) new signal.

■ Rice Lake Television for Rice Lake Television for Rice Lake, Wis. (WI0180) new signal.

■ Redden Enterprises Inc. for Walters, Okla. (OK0133) add signal.

■ Redden Enterprises Inc. for Temple, Okla. (OK0124) add signal.

■ Asbury and James TV Cable Service Corp. for Loudendale, W. Va. (WV0544) add signal.

■ Sammons Communications of Washington Inc. for Grant, Wash. (WA0120) add signal.

■ Sammons Communications of Washington Inc. for Moses Lake, Wash. (WA0119) add signal.

■ Meramec Valley Communications Inc. for Potosi, Mo. (MO0267) new signal.

■ Cablevision Systems Long Island Corp. for Atlantic Beach and Hewlett, both New York (NY0932, 33) new signal.

■ A and V Cable Service for Del Norte, Klamath (town & outside), California (CA0868, 869, 870) new signal.

■ Britt Cablevision Inc. for Britt, Iowa (IA0150) new signal.

■ Forest City Cablevision Inc. for Forest City, Iowa (IA0151) new signal.

■ Garner Cablevision Inc. for Garner, Iowa (IA0152) new signal.

■ Glenwood Cablevision Inc. for Glenwood, Iowa (IA0153) new signal.

■ Greenfield Cablevision Inc. for Greenfield, Iowa (IA0154) new signal.

■ Knoxville Cablevision Inc. for Knoxville, Iowa (IA0155) new signal.

■ Knoxville Cablevision Inc. for Tama, Iowa (IA0156) new signal.

■ Toledo Cablevision Inc. for Toledo, Iowa (IA0157) new signal.

■ Gulf Coast Cable Television for Fort Bend, Tex. (TX0776) new signal.

■ Gulf Coast Cable Television for Harris, Tex. (TX0777) new signal.

■ Travelers Rest Cablevision Inc. for Travelers Rest, S.C. (SC0183) new signal.

■ Cable Satellite Associates Ltd. for Key Biscayne, Fla. (FL0528) new signal.

■ Cable Satellite Associates Ltd. for South Miami, Fla. (FL0529) new signal.

■ Skyline Communications Corp. for Worthington, Raburn and Ford Cliff, all Indiana (IN0256, 257, 255) new signal.

■ Central Cable Services Inc. for Stromsberg, Neb. (NE0098) new signal.

■ Community Cablevision Inc. for Alma, Kan. (KS0273) new signal.

■ Sweet Springs Cable Service Inc. for Sweet Springs, Mo. (MO0269) new signal.

■ Mississippi Cablevision Inc. for Holly Springs, Miss. (MS0179) new signal.

■ Appalachian Cablevision of Ohio Inc. for Oak Hill (village & outside), Ohio (OH0887, 888) new signal.

■ Cable T-V of Altmont for Altmont, Kan. (KS0274), 275) new signal.

■ Cable T-V of Picher (city & outside), Kan. (KS0278, 279) new signal.

■ Cable T-V of Erie for Erie (city & outside), Kan. (KS0280, 281) new signal.

■ Port Townsend Cable TV Ltd. for Port Townsend, Wash. (WA0322) new signal.

■ Cablevision of Chicago for Summit and Cicero, both Illinois (IL0474, 473) new signal.

■ US Cable of Lake County for Waukegan, Ill. (IL0001) add signal.

■ US Cable of Lake County for North Chicago and Park City (IL0468, 469) new signal.

■ Cal-Nor Cablevision Inc. for Siskiyou, Calif. (CA0865) new signal.

■ Rush Springs Cable Television Inc. for Rush Springs, Okla. (OK0225) new signal.

- Davy TV Cable Co. for Davy, W. Va. (WV0864) new signal.
- Bartlesville Video Inc. for Bartlesville and Dewey, Okla. (OK0063, 62) add signal.
- R A Laboratories Video Inc. for Captiva Island, Fla. (FL0525) new signal.
- Video Engineering Inc. for Saratoga, Calif. (CA0771) add signal.
- Video Engineering Inc. for La Mesa Village, Calif. (CA0745) add signal.
- Community TV Corp. for Ceneter Harbor, N.H. (NH0091) new signal.
- Valley Cablevision Inc. for Paradise Hills, N.M. (NM0096) new signal.
- TV Cable of the Colony Inc for Colony, Tex. (TX0774) new signal.
- Tele-View of Clarksville Inc. for Clarksville, Tex. (TX0140) add signal.
- Brookhaven Cable TV Inc. for Brookhaven, Patchogue, Lake Grove and Bellpoet, all New York (NY0052, 363, 451, 581) add signal.
- Whitmore Cable TV for Amesville, Ohio (OH0678) add signal.
- WGN Electronic Systems Co. for Chassell, Mich. (MI0014) add signal.
- WGN Electronic Systems Co. for Franklin, Mich. (MI0015) add signal.
- WGN Electronic Systems Co. for Hancock, Houghton, Osceola, Portage and Adams, all Michigan (MI0017, 18, 19, MI0100) add signal.
- Cablecom-General Inc. for Miami, Gila and Globe, all Arizona (AZ0023, 22, 21) add signal.
- Roundup Cable Inc. for Roundup (SW), Mont. (MT0092) add signal.
- Satellite Cable Services for Howard, S.D. (SD0063) new signal.
- Continental Cablevision of Cook County Inc. for Rosemont, Berkley, both Illinois (IL0466, 467) new signal.
- Continental Cablevision of Northeast Ohio Inc. for Willoughby, Willoughby Hills, Wickliffe, Lakeline, all Ohio (OH0770, 801, 802, 803) add signal.
- Continental Cablevision of Elyria Inc. for Elyria (city and township), Ohio (OH0737, 693) add signal.
- Continental Cablevision of Northeast Ohio Inc. for Mentor, Eastlake, Bay Village, all Ohio (OH0740, 699, 739) add signal.
- Teleprompter of Lovington for Lea and Lovington, both New Mexico (NM0067, 13) add signal.
- Coastal Cable Corp. for Dexter, Me. (ME0032) add signal.
- Otero Cable Television Inc. for Tularosa, N.M. (NM0060) add signal.
- Consolidated Cable TV Inc. for McCrory and Patterson, both Arkansas (AR0096, 112) add signal.
- Sammons Communications of Illinois Inc. for Dwight and Pontiac, both Illinois (IL0023, 55) add signal.
- Community Tele-Communications Inc. for Centralia, Mountain Grove and Republic, all Missouri

- (MO0262, 263, 264) new signal.
- TCI Cablevision Inc. for Huntsville, Randolph, both Missouri (MO0265, 266) new signal.
- Cablecom-General Inc. for Madison, Neb. (NE0095) new signal.
- County Cable Inc. for Independent Mountain, Bickmore, Julian and Robson, all West Virginia (WV0866, WV0867) new signal.
- Quick Cable for Kayfod, Kayford (sur), Witcher, Witcher (sur), all West Virginia (WV0883, 884, 885, 886) new signal.
- Asbury & James TV Cable Service Corp. for Boone, W. Va. (WV0876) new signal.
- Comcast Cablevision of Montgomery County Inc. for Lower Merion and Narbeth, both Pennsylvania (PA1992, 1993) new signal.
- Community Tele-Communications Inc. for Golden and Jefferson, both Colorado (CO0161, 162) new signal.
- M & R Cablevision Inc. for Kanawha and Boone, both West Virginia (WV0875, 876) new signal.
- Broken Bow TV Cable Inc. for Lukfata, Broken Bow and Schultz, all Oklahoma (OK0167, 165, 168) add signal.
- Galaxie Cablevision Inc. for Winifrede, W. Va. (WV0261) add signal.
- Sammons Communications fo Washington Inc. for Ephrata and Grant, both Washington (WA0089, 90) add signal.
- Asbury and James TV Cable Service Corp. for Loudendale, Malden, Georges Creek, Kanawha all West Virginia (WV0544, 058, 051, 279, 877) new signal.
- Asbury and James TV Cable Service Corp. for Kimberly, W. Va. (WV0877) new signal.
- Grand Ridge Cable Inc. for Henry, Ill. (IL0472) new signal.
- Saguaro Cable Communications Inc. for Pima County, Ariz. (AZ0099) add signal.
- Rentavision of Brunswick Inc. for Brunswick and Glynn, both Georgia (GA0040, 119) add signal.
- Danville CATV for Point, West Chillisquare, Riverside, Cooper, Limestone, Danville, Mahoning, Brownsville, Liberty, Valley, Washingtonville, Montour, all Pennsylvania (PA1074, 1016, 1083, 1078, 1068, 0257, 1075, 1023, 1076, 1079, 1084, 1077) add signal.
- Milton CATV for Turbot, East Chillisquare, West Chillisquare, Kelley, Milton, all Pennsylvania (PA1090, 1089, 1088, 1062, 0388) add signal.
- Watson town CATV for White Deer, Delaware, Watson town, Turbotville, McEwensville, Lewis, all Pennsylvania (PA1069, 1067, 0611, 1071, 1070) add signal.
- Lewisburg CATV for Lewis, Buffalo, East Buffalo, Union, Lewisburg, Loyalsock, West Chillisquare, all Pennsylvania (PA1070, 1064, 1061, 1063, 0353, 0186, 1017) add signal.
- AJO Television Service Inc. for Gila Bend, Ariz. (AZ0117) new signal.
- Southeast Cable Inc. for Hankinson, N.D. (ND0090) new signal.
- Cablevision Communications Corp. for Minden,

La. (LA0110) add signal.

- Commonwealth Cablevision of Massachusetts Inc. for Holyoke, South Hadley, Agawam, Westfield, West Springfield, Granby, all Massachusetts (MA0034, 35, 46, 52, 53, 118) add signal.
- Elgin Television Association for Elgin, Ore. (OR0054) add signal.
- South Hanover Cablevision Inc. for South Hanover, Pa. (PA0287) add signal.
- Valley Video Cable Inc. for Derry and Palmyra, Hummelstown, North Londonderry, South Londonderry, South Anneville, all Pennsylvania (PA0582, 592, 586, 908, 887, 888) add signal.
- American TV and Communications Corp. for Baker, Ore. (OR0174) add signal.
- Florida Clearview Inc. for Folkston, Homeland, Folkston (outside), Callahan, Hilliard, all Florida (GA0354, 353, 526, 527) new signal.
- Cablevision of McCall Inc. for McCall, Idaho (ID0114) new signal.
- Cable East Point Inc. for East Point, Ga. (GA0350) new signal.
- Cable College Park Inc. for College Park, Ga. (GA0349) new signal.
- Northwest Cable TV for Westfir, Ore. (OR0248) new signal.

## Call Letters

### Applications

| Call                 | Sought by                                               |
|----------------------|---------------------------------------------------------|
| <b>New AM</b>        |                                                         |
| WSOL                 | Santee-Cooper Broadcasting Co., Elloree-Santee, S.C.    |
| <b>New FM's</b>      |                                                         |
| KNNN                 | American International Development Inc., Phoenix, Ariz. |
| WAXL                 | Beverly J. and Bert P. Patterson, Lancaster, Wis.       |
| <b>New TV's</b>      |                                                         |
| KFCB                 | First Century Broadcasting, Concord, Calif.             |
| KLXV-TV              | Donald B. Thomson, San Jose, Calif.                     |
| KEKR-TV              | Select TV of Kansas City Inc., Kansas City, Mo.         |
| <b>Existing AM's</b> |                                                         |
| WNSI                 | WLCY St. Petersburg, Fla.                               |
| WEAW                 | WPRZ Evanston, Ill.                                     |
| KCLF                 | KQXL New Roads, La.                                     |
| WCEI                 | WEMD Easton, Md.                                        |
| KNSI                 | KCLD St. Cloud, Minn.                                   |
| WLOH                 | WHOK Lancaster, Ohio.                                   |
| WENR                 | WEHA Englewood, Tenn.                                   |
| <b>Existing FM's</b> |                                                         |
| KKXK                 | KUBC-FM Montrose, Colo.                                 |
| WUUF                 | WEBI Camilla, Ga.                                       |
| WCEI-FM              | WEMD-FM Easton, Md.                                     |
| KJJQ                 | KRSI-FM St. Louis Park, Minn.                           |
| WRAC                 | WIAO West Union, Ohio                                   |
| WLTY                 | WKEZ Norfolk, Va.                                       |
| WKMZ                 | WESM Martinsburg, W. Va.                                |
| <b>Existing TV</b>   |                                                         |
| WNYT                 | WAST Albany, N.Y.                                       |

### Grants

| Call                 | Assigned to                                                      |
|----------------------|------------------------------------------------------------------|
| <b>New FM's</b>      |                                                                  |
| WNPR                 | Connecticut Educational Telecommunications Corp., Norwich, Conn. |
| KCCU                 | Columbus FM-98 Inc., Columbus, Kan.                              |
| KQMO                 | Hampro Wireless Inc., Brookfield, Mo.                            |
| KYOC                 | Jimm T. Payne, Yoakum, Tex.                                      |
| <b>Existing AM's</b> |                                                                  |
| WNSA                 | WWCM Brazil, Ind.                                                |
| KGNM                 | KUSN St. Joseph, Mo.                                             |
| WLIM                 | WYFA Patchogue, N.Y.                                             |
| <b>Existing FM</b>   |                                                                  |
| KFMY                 | KAYK-FM Provo, Utah.                                             |
| <b>Existing TV</b>   |                                                                  |
| WAGT                 | WAGT-TV                                                          |

## Summary of broadcasting

### FCC tabulations as of June 30, 1981

|                | Licensed | On air STA* | CP's on air | Total on air | CP's not on air | Total authorized** |
|----------------|----------|-------------|-------------|--------------|-----------------|--------------------|
| Commercial AM  | 4,615    | 3           | 1           | 4,619        | 121             | 4,740              |
| Commercial FM  | 3,322    | 2           | 0           | 3,324        | 170             | 3,494              |
| Educational FM | 1,105    | 0           | 1           | 1,106        | 66              | 1,172              |
| Total Radio    | 9,042    | 5           | 2           | 9,049        | 357             | 9,406              |
| Commercial TV  |          |             |             |              |                 |                    |
| VHF            | 521      | 1           | 0           | 522          | 6               | 528                |
| UHF            | 242      | 0           | 0           | 242          | 109             | 351                |
| Educational TV |          |             |             |              |                 |                    |
| VHF            | 103      | 1           | 3           | 107          | 6               | 113                |
| UHF            | 156      | 2           | 4           | 162          | 17              | 179                |
| Total TV       | 1,022    | 4           | 7           | 1,033        | 138             | 1,171              |
| FM Translators | 8        | 0           | 0           | 8            | 16              | 24                 |
| TV Translators |          |             |             |              |                 |                    |
| UHF            | 2,616    | 0           | 0           | 2,616        | 220             | 2,836              |
| VHF            | 1,410    | 0           | 0           | 1,410        | 480             | 1,890              |

\*Special temporary authorization

\*\*Includes off-air licenses

# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**General Manager** for Midwest group owner's top 50 market AM-FM combination. Equal Opportunity Employer. Box G-142.

**Sales Manager** with opportunity to move into management as present owner-manager close to retirement. Small market Central Minnesota 24 hour AM station in beautiful vacation land. Ideal place to raise family. Box G-140.

**Operations Manager** for 100,000 Watt NPR Affiliate. Duties: Coordinate studio scheduling, monitor equipment performance, check out equipment, coordinates maintenance scheduling. Provides production and technical standards for local, regional, and national productions. Provides production and technical training, scheduling, and performance evaluation of announcers. Qualifications: BA/BS in communications or related field; 5 years broadcast experience with preference of 2 years Public Radio broadcasting; extensive and creative production knowledge needed; knowledge of FCC regs and announcing background with classical pronunciation expertise. Salary: negotiable; minimum 13,500 dollars. Deadline: July 31, 1981. Contact: Send resume and 3 letters of recommendation (required) to: Chairman Search Committee, WUFT-FM, 2108 Journalism Bldg, Gainesville FL 32611. (Non returnable production tape encouraged).

**Aggressive Sales Manager** wanted for new 100K-FM contemporary in medium market. Excellent salary, over-ride and stock option potential. 701-772-5626.

**Wanted Sales Manager** or Trainee. Male or Female. Guarantee 250.00 weekly, car, expenses. Also two announcer sales people. 5.00 hour announcing, 20% sales. George Morey 817-937-2563. Childress, Texas.

**Aggressive sales manager** with management potential. Wes Haugen, KBOM Box 1377, Bismarck, ND, 58502. 701-663-6411.

**General Sales Manager**—Top rated 50KW FM Midwest medium. Arbitron market. Help us make our sales match our ratings. Growing Group. Send resume and salary history. Box 15846, Nashville TN 37215.

**General Sales Manager**—Major market FM contemporary offers a major career opportunity. Successful candidate for this position must be able to organize and motivate a sales staff. EEO/M-F confidential replies to: Gerald Hrobiak—President, United Broadcasting Company, 301-652-7707.

**Losing Sales Manager** due to relocation in 90 days, need experienced replacement for immediate hire. Beautiful music format, top ratings. Minimum 5 years sales experience, RAB trained, proven track record. Send resume Cleve Brien WREZ-FM. PO Box 5000 Montgomery Ala. 36192.

**Religious Radio** station in Southern Idaho needs Development Director salary/commission negotiable. Call 208-734-5777.

**Station Manager, KNAU-FM.** Management of present 10 watt KNAU-FM, including supervising student staff, programming, controlling budgets, maintaining the public file and liaison with FCC and other agencies. Also, responsibility for culminating the present planning and implementation activities to upgrade KNAU-FM to 100,000 watts. During the first year, while the station is still at 10 watts, he/she may be asked to teach one or two telecommunications courses. Qualifications: MA or equivalent in Telecommunications; over 2 years of experience in public radio administration. Salary: Commensurate with training and experience. Application Deadline: August 7, 1981. Application Procedure: Apply to Dr. Charles H. Aurand, Dean, College of Creative Arts, Box 5755, Northern Arizona University, Flagstaff, AZ 86011. Affirmative Action, Equal Opportunity, Title IX Employer.

**Wanted.** General Manager: with sales ability. Call 314-431-1206 or send resume to: Mr. Gary Busenbark. 16 Crane St. Flat River, MO. 63601.

**Midwest small market AM-FM,** immediate need. Radio experience, with strong sales. FM, 50,000 watts. WRUL, Carmi, Ill. 1-618-382-4161.

**General Manager**—Sports Division—See classified display ad under Help Wanted Management.

**Division Vice President.** Southeast Communications Company seeking aggressive individual to direct the operations of eight radio stations in medium and major markets. Individual selected will have an exceptional performance record in major and medium markets, AM and FM, various formats; strong administrative and sales management skills required. Box G-174.

**General Manager** for a medium-sized AM/FM operation in city of 100,000. Seeking aggressive, sales-minded, community-oriented individual receptive to new program ideas. Tremendous growth opportunity. Profit-sharing. EOE Box G-194.

**Strong Selling Station Manager** for group owned station in the Northeast. Must have strong sales background and knowledge of station operations. Excellent, challenging opportunity. E.O.E. Box F-243.

**Selling General Manager** needed to head our AM and FM operations in West Virginia. Excellent staff and great sounding stations need proven leader with complete knowledge of sales, production, and programming. Send references and resume to box G-202.

**Sales Manager** who thrills to adventure and likes new challenges. Position open at station in U.S. Virgin Islands. Excellent advancement opportunities. Send resumes to Box G-205

**News and Public Affairs Director** for hundred thousand watt NPR affiliate. Duties: programs and supervises all news program preparation. Supervises news and public affairs producer. Trains and supervises student staff. Supervises preparation and broadcast of two daily news magazines. Provides program concepts and production for local, regional, and national broadcast. Participates in ascertainment and quarterly station review processes. Qualifications: BA/BS in Communications or related field; five years broadcast experience with preference of at least 2-1/2 years in Public Radio broadcasting; Knowledge of FCC regulations; extensive creative production knowledge needed with regional and national production credits helpful. Salary: negotiable; minimum \$14,800. Deadline: August 10 1981. Contact: send resume and three letters of recommendation (required) to: Chairman Search Committee; WUFT FM 2108 Journalism Building, Salineville, FL 32611. (Nonreturnable production tape encouraged).

### HELP WANTED SALES

**Experienced Radio Sales** Account Executive with proven track record. Exciting, challenging position available in growing Las Vegas. Phone Sales Manager, Marion E. MacKinnon at 702-732-2555. Tuesdays & Wednesdays 9 am-12 Noon PDT.

**Sales Manager wanted** for the No. 3 station in Milwaukee, 50,000 Watt FM, must have previous management experience, strong retail sales experience and CO-OP experience. No phone calls. Send resume to: WBCS Radio, 5407 W. McKinley Ave., Milwaukee, WI 53208.

**Madison, WI** and two other Mid-West Family markets offer excellent entry sales opportunity for bright problem solvers on the way up. Must be strong on creativity with ability to write, sell imaginative campaigns. Fourteen station group seeks recent college grad with commercial selling experience and/or 1-2 years street sales with outstanding records. If you want to make sales your career we'll teach you a new exciting, profitable way to sell radio. Phil Fisher, WISM, Madison, WI 53701 Mid West Family Station EOE.

**Aggressive, Experienced** Radio Account Executive: Proven track record and retail experience required. No order takers. Excellent opportunity in fast growing market with top rated AM contemporary and FM adult stations. Send resume, track record, and earnings to Vince Lee-Tourtelot Broadcasting Company, P.O. Box KDES, Palm Springs, California 92263. No calls please. EOE m/f.

**Gospel Station** 24 Hours major midwest market needs someone to sell religious programs. Up to 50% commission!!! Box G-110.

**Sales Manager for 100kw** stereo rocker in midwest. Group insurance, expenses and a bright future in prosperous medium sized community. Huge coverage area, solid sound. Experienced professionals only. Send track record for past twelve months, resume and references to Box G-132 strictly confidential.

**Opening** for an experienced Radio Salesperson with very successful AM/FM Radio stations in South Florida. Excellent pay and benefits. SEND resume to Genevieve Glascock, WSTU Radio, Stuart, Florida 33494. Equal Opportunity Employer.

**Are you ready** to assume a sales managers responsibilities and salary? Here's an excellent opportunity to grow with a small Midwestern AM outlet. Minimum three years sales experience and documented track record. Send salary history along with detailed resume to Box G-171.

**Excellent opportunity** for aggressive radio salesperson to join a fast growing group at WOKO, Albany, NY's pure country music station. Direct sales and agency experience necessary. Contact Al Miller, 12 Colvin Avenue, Albany, New York. 518-449-1460, E.O.E.

**\$40,000 a year, guaranteed!** Bill \$175,000. Over the next 12 months and we'll pay you \$40,000 in commissions and bonuses. Strong list available now. Street fighters only. Call Steve Turner, Dwyer Broadcasting, 3858 College Parkway, Ft. Myers, Florida 33907. Equal Employment Opportunity.

**General Manager**—Sports Division—See classified display ad under Help Wanted Management.

### HELP WANTED ANNOUNCERS

**Telephone talk.** Major market station wants exciting personality who can combine fun and provocative telephone talk with music. If you've got it, we want it. Send resume. EOE. Box G-99.

**WBZ Boston** has a rare opening for an afternoon drive major market music talent. If you're community and people minded, bright, and very talented, send resume and tape to Rick Starr, WBZ Radio, Boston, 02134. No phone calls, no beginners. EOE.

**Morning Personality** needed for solid AM/FM operation in the beautiful Ozarks of Missouri. Anchor two voice morning show and have good production abilities. Must have experience with good references. Tapes and resumes only to Terry King, V.P. & G.M., KTTR & KZNN Radio Stations, P.O. Box 727, Rolla, MO 65401. Equal Opportunity Employer.

**Mornings!** Looking for jock to join our successful morning team. We are number one in the market, twenty five to thirty thousand to start, your future is waiting here in the Rockies. SEND tapes & resume's E.O.E. Box G-139.

**Morning Drive** Personality! Not just dj but community oriented programming already established. If you're the right person you'll start at over 15,000! Must be good on production and relate well to the public, inform and entertain. Reply in confidence to Box G-114.

**Afternoon Drive,** Production, Play by play! Experienced announcer for established stations in West Central Wisconsin! Box G-159.

## HELP WANTED ANNOUNCERS CONTINUED

**Experienced AOR announcer** sought to replace our afternoon drive announcer who desires to go into sales. Must have *excellent* production skills! Top facility and equipment! Excellent staff! \$13,000 to \$15,600 depending on talent! Tape and resume to General Manager, KQDS, P.O. Box 6167, Duluth, MN 55806.

**Announcer/Producer.** Immediate opening at 100,000 watt classical/news PR station. Requirements include FCC license, knowledgeable in all aspects of classical music including pronunciation, familiar with production, assume responsibility for specific modular and other programming. Salary range \$10,000 to \$11,000. Submit tape. Applications close 7-31-81. Send application and resume to PB. Greedy, Director of Personnel, Western Iowa Tech Community College, P.O. Box 265, Sioux City, Iowa 51102. An Equal Opportunity Employer.

**Can you relate** to great MOR songs of the past thirty years? Do you have good pipes, plus a warm personable upbeat on-air delivery? Can you relate to adults? If you answer yes to all three. Contact Don Bell, WSOC, Charlotte, N.C. 704-372-0930. EOE M/F

**Announcer needed** for 50,000 watt Adult Contemporary FM stereo station in South Central Michigan. Market leader in news, music and ratings offers good opportunity for intelligent and mature individual with good pay and benefits. Send tape and resume to Bart Hawley, Operations Manager, WIBM-FM, Jackson, MI Box 1450 49204.

**Morning drive** opening for adult music/talk Midwestern small market station. Big voice with community involvement/awareness. Reply with experience and salary history to Box G-172.

**Beautiful Southeast** established AM looking for professional experienced communicator to live in one of America's most beautiful cities and work for professional group-owned adult contemporary station. \$20,000 Plus benefits. Box G-198.

**Need two experienced** announcers. Male and Female. Dedication and enthusiasm important. Tape resume, references to Joe Cooke, WARF, 400 3rd Avenue, Jasper, AL 35501.

**Classical Music Announcer** Public Radio Station KSUI-FM, Iowa City, IA. Responsible for hosting daily early morning classical program; some general production and library work also required. BA in music or equivalent education and experience required. Reasonable classical music and foreign language pronunciation necessary. Salary: \$12,000-\$13,000 plus excellent benefits package. Closing date: August 13, 1981. Submit resume and short audition tape demonstrating general delivery, foreign pronunciation and news reading to: John Monick, Program Director, KSUI-FM, 3300 EB, University of Iowa, Iowa City, IA 52242. The University of Iowa is an affirmative action—Equal Opportunity Employer.

**Wanted: The Best** in the West! CHR & Modern AOR Jocks. No hype. Awesome! Tapes & resumes to Mark Driscoll, Group PD, PO Box 220 Arroyo Grande, CA 93420.

**Texas Panhandle City** of 30,000. Needs experienced Announcer/Production person. AM station with Adult Contemporary format. Applicants need at least one year experience. Send: Tape, resume to, Brad Mink, KGRO Radio, PO Box 1779, Pampa, TX 79065 or call 806-669-6809 between 9 and 5.

**Country FM** Powerhouse expanding "live assist" operation. Disciplined, multi-talented announcers, with experience, needed to maintain top ratings. Offering Texas sunshine plus beautiful beaches with everything you're looking for in recreational activities. Call Steve or Al 512-643-6504. E.O.E.

## HELP WANTED TECHNICAL

**Chief Engineer for AM/FM** In South Arkansas. FM 3000 watt with new Harris transmitter. AM 5000 watt Daytimer. Fully equipped, engineering department. Engineering only, no board work... benefits, good pay. Rush qualifications to General Manager, KDMS/KLBQ, PO Box 1565, El Dorado, AR 71730, 501-863-5121. EOE.

**Chief Engineer FM/AM** combination in S.E. Wisconsin. FM is 50 kw top 40, with new studios. AM is 500 w, partially automated with Harris 90 system. Contact John Fischler, Corporate Engineer, 8686 Michael Lane, Fairfield, Ohio, 45014. Call 513-874-5000. E.O.E.

**Chief Engr/Annrc.** West-Midwest, well-established small market AM. All ages and applications welcomed. EOE. Excellent equipment. Write Box G-125.

**Vermont Directional AM** Station seeks experienced engineer. Write C. S. Parker, WDEV Radio, Box 296, Waterbury Vermont. 05676. EOE.

**Positions open** in Minnesota for expanding broadcast group for a take charge person. Some experience and good technical background necessary as person will have full engineering responsibility for their station. Send resume, salary requirements to Steve Terhaar, Box 2983, Fargo, N.D. 58108.

**Southeast.** Chief engineer for AM and hi-power FM. Automation. Lots of equipment. Send resume & salary expectations to Box G-204. EOE.

**Chief Engineer Wanted** for popular AM/FM California Coastal City operation. This is not a beginner position. Experienced, hands-on, self-starter with administrative skills. Strong audio background and maintenance know-how. Send resume, references and salary history to: Box G-185. An EOE/M-F Employer.

**WSGA/WZAT Savannah** is looking for a chief engineer to live and work in beautiful Savannah Georgia. Must have a minimum of 2 years experience, plus a background of on-air work. Please send resume to General Manager, Box 8247, Savannah, Ga 31412. EOE/M/F

**Chief Engineer:** Construction and production expertise essential. Radio engineering background preferred. Submit resume to 425 N. Michigan Avenue, Chicago, IL 60611.

**Are you ready** to become a chief engineer? Our completely rebuilt facility in Tucson needs a chief engineer, strong in studio and D.A. maintenance. No beginners. Write Bill Croghan, Behan Broadcasting, P.O. Box 979, Modesto, CA 95354.

**Chief Engineer**—Established company with modern plant, good pay and benefits. 24 Hour AM and FM stations. Resume and salary requirements to: Jim Livengood, KBUR/KGRS, Box 70, Burlington, Iowa 52601. EOE.

**Senior Broadcast Technician**—Repair and maintain radio equipment and transmitters. Qualified candidates should have an FCC first class radio telephone operators license, background in electronic engineering or military school training or the equivalent combination of education and experience. S.B.E. certification and experience in AF and RF maintenance procedures is desired. \$12,600-\$15,360 plus benefits. Send resume to Personnel Manager, WOSU Radio, The Ohio State University, 2400 Olentangy River Road, Columbus, Ohio 43210.

## HELP WANTED NEWS

**Top adult contemporary** station in major western market seeks top flight news anchor. Enthusiastic, conversational delivery. "strong you-oriented" writing style, professional sound. Must have substantial experience. Top flight stable company. Salary commensurate with ability. All resumes kept in strict confidence. G-148.

**News Director**—Growing Southwest chain needs aggressive news pro to direct department, deliver morning drive news. Conversational and highly credible one-on-one approach a must. Send cover letter and resume to: Box G-167. EOE.

**Combo P-B-P,** sports director with announcing shift for Western A/C station. Write Box G-193.

**News Anchor needed** for medium market New Jersey radio station. We need a good voice, excellent gathering skills, and dedication to local news. We offer a good salary and benefits, and a chance to grow in broadcasting. You need at least one year's commercial radio experience. Send a resume only to: Box G-197. EOE.

**Radio Broadcast Operations/News Producer.** \$6.16 per hour and excellent fringe benefits; 37½ hours per week; 14 paid holidays and 12 days paid vacation per year. Previous experience required; appropriate communications degree or license highly desirable. Inquire Personnel Office, Arizona Western College, P.O. Box 929, Yuma, AZ 85364. Equal Opportunity Employer.

**Wanted:** A mature-voiced veteran, a professional who can anchor mid-days, host a public affairs program, and work special assignments. Tapes and resumes only... no calls. Scott White, News Director, WBT Radio, Charlotte, North Carolina 28208. An Equal Opportunity Employer.

**Newsreader Co-Anchor**... experienced news reporter, talk show co-host for 1000 Watt AM station in Eastern Massachusetts. Job includes planning and hosting morning drive talk show. Should be willing to relocate. Send resume, cassette tape, salary requirements to Box 154, Brewster, Mass. 02631.

**I need a news person** that eats, sleeps and lives news. An aggressive self starter. Growth potential is what you make it. Young growing company. Call John Hart 912-432-9181, WJAZ, Albany, GA.

**Collect and report** local news. Must be hard working. Split shift. Tape to: WTCC 120 W. University, A. H., IL 60004.

**Experienced,** resourceful morning anchor/reporter. Good voice, clean writing a must. Sunbelt AM/FM with heavy next commitment. Send tape and resume. Steve Pendlebury WSOC AM/FM Box 34665 Charlotte, N.C. 28234. EEO.

**All-news anchor**—WEBR has a great opportunity for a woman or man with strong delivery skills. We are an award winning news operation with great growth potential for strong performers. Writing and reporting experience is desirable, but strong delivery is a must. Non-returnable tape, resume, references to Mike St. Peter, News Director, Drawer B, WEBR, 23 North Street, Buffalo 14202. WEBR is an equal opportunity affirmative action employer.

**General Manager**—Sports Division—See classified display ad under Help Wanted Management.

**All-news WINZ** needs a great anchorperson. Minority applicants invited. EOE. Tape, resume to Dave Ryder, Program Manager, 4330 N.W. 207 Dr., Miami, FL 33055. No calls please.

**Morning Anchor/Reporter:** Must be able to report, write and anchor newscasts. Should have basic knowledge of news gathering equipment. 3-5 years experience preferred. Send resume and tape to WOWO Radio, 203 West Wayne, Fort Wayne, IN 46802, Attn: Bob Darling. No phone calls. WOWO is an Equal Opportunity Employer.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Writer** needed with an in-depth knowledge of black music, 1955 to present. Call Will Tieman at 800-621-3233, 312-461-9561.

**Experienced copywriter** only. Mature, organized, creative with commercials and station promotions. Must understand production and utilization of production aides. Voicing desirable but not essential. Must assume responsibilities as department head; salary open for qualified individual. Suburban Tampa/St. Petersburg. WGUL/WPSO 813-849-2285. Ralph Johnson.

**Announcer** needed for musical narration. Send tape to Multi-Media Communications, 547 W. Jackson, Chicago, Ill. 60606.

**Operations Director** Air shift, professional production, sharp on detail. Motivate and direct personnel. Honesty, stability—total pro. Sara Crawford, GM, 618-942-2181 after 4 pm CDT, WHPI Radio, Box 550, Herrin, IL. 62948, EOE/MF

**WLPL Baltimore** seeks a Program Director. Immediate opening. If you're a programming and marketing wizard who can prove it in the majors send your resume to John Columbus, General Manager, 6623 Reisterstown Road, Baltimore, MD 21215. No Phone calls please. EOE.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

**Major Eastern news/talk** looking for dynamic talk host. We want the best and are willing to pay for it. EOE. Box G-179.

**Post Production Supervisor**—KQED San Francisco's "Up & Coming" production seeks experienced individual for supervising and facilitating all aspects of post-production process. Temporary 5½ month position paying minimum of \$17,400/yr. Send resume by August 3, 1981 to Bob Liscano, 500 Eighth Street, San Francisco, CA 94103. EOE.

**Central California Coast** modern AOR seeks PD. Research, music, promotion & leadership a must. Send philosophy, etc. to: Mark Driscoll, Group PD Box 220 Arroyo Grande, CA 93420.

**We want a hard working** creative production director for a growing and aggressive contemporary adult station in S.E. TX. Duties will include copy writing building and training production dept. Air shift. Call Dave Graichen or Gary Teaney at 713-769-2475. \$12,000 year.

**Immediate Opening** religious PD-Philadelphia. WTRM would like to hear from experienced programmer who can also handle an Air Shift. Contact Mrs. Louise Bessler, Station Manager, at 609-962-8000. Starting salary \$10,000/yr. to start. Includes pension and health ins. 5 days a week Monday thru Friday, afternoon shift.

**Farm Service Director:** Must be able to write and report features and market reports for a minimum of 20 hours per week of "On the Air" work. Heavy community involvement is required. 3-5 years experience necessary. Send resume and tape to WOWO Radio, 203 West Wayne, Fort Wayne, IN 46802, Attn: Bob Darling. No phone calls. WOWO is an Equal Opportunity Employer.

**Program Director** 10KW full time KKAA Aberdeen, South Dakota modern country morning airshift 12-15k to start for experienced creative pro. excellent benefits including use of vehicle. Send resume and cassette aircheck to Dave Laustsen 6400 W. Shore Drive, Aberdeen, South Dakota 57401 E.O.E. M/F No telephone calls please.

**WMZQ in Washington, D.C.** is looking for a Promotion Director. Salary is negotiable. Person should have experience in radio promotion, preferably Country. Contact Gil Rozzo, General Manager (202) 362-8330. WMZQ is an equal opportunity employer.

**Production Manager**—Immediate opening! Dominant 100,000 watt FM Easy Listener (possibly to become live-assist) in the Southeast. Candidates should possess strong organizational skills, the ability to write/create and should have good, mature delivery. Send tapes and resumes to: Sanders Hickey, WPEZ FM, PO. Drawer 900, Macon, Georgia, 31202. EEO/M-F

## SITUATIONS WANTED MANAGEMENT

**Operations Manager:** with medium market group is looking for a move up. Promotion oriented in both sales and community projects. Proven track record in ratings/sales. Eager for a challenge. Box F-247.

**Attention Group Owners:** Even with good individual station managers, if you are unable to devote full time to the operation of your group ... or if you are not satisfied with its profit and growth ... you need a good group manager. My 15 years of very successful station and group management experience encompasses all market sizes, most formats, AM & FM, total rebuilding, purchases, sales and major improvements. Strong qualifications include administration, sales development, programing and promotions ... plus a dedication to, and love for radio. I am a resourceful, imaginative and practical developer of people and properties ... a hard working, shift-sleeve manager, not an ivory tower executive. Finest of references will prove my worth to your organization. Will consider only a long term opportunity with a good, growth oriented group. Box F-117.

**General Manager.** Lengthy experience with exceptional performance record in major and medium markets. AM & FM, various formats. Excellent administrator, strong sales management, plus all the other qualifications for successful station management ... with references to prove it. Carefully looking for long term association with quality organization. Box F-118.

**Presently employed GSM** with over a decade of experience in all departments, is looking for GM position in top 150 market. If your property needs dependable leadership, a stronger market image and a better profit picture, reply in confidence to Box G-71. Excellent references and credentials.

**General Manager** who's expertise in broadcasting covers 17 years managing AM & FM stations in all size markets. Interested in an opportunity with progressive and growing company. Skills include superior sales and sales promotions. Programing. Dedicated leader and motivator. Excellent credentials. Box G-143.

**Experienced GM** seeks position, expertise turnaround situations, sales, programming, excellent references, prefer urban contemporary or Black oriented formats, bottom line oriented. If your ratings and sales are low, make your move before fall book begins. Box G-122.

**Revenue production** through strong emphasis on sales recruiting/training/leadership. Successful young owner/manager available for key position in group or medium market station. Call Mike Hassas, 413-584-0934.

**Former Sales Manager,** Program Director with successful track & references ... available immediately ... looking for that first golden opportunity as General Manager. There is nothing I can't do ... both on the air and streets ... bottom line oriented. Strong on Collections. Contact Bill at 919-852-5783.

**Experienced, black** account executive, seeks top account list or management opportunity. Presently employed. Income \$30,000 plus. Have major market interest. Box G-109.

**General Manager**—12 years combined broadcast management experience metro San Francisco and Los Angeles. Strong sales management. Excellent references. Box G-176.

**Meet your new G.M.** 25, a successful salesman, sensitive & productive sales manager, and now ready for G.M. Aggressive, enthusiastic, determined, with the energy, commitment and experience you want. If you're looking, you've found him. Reply Box G-189.

**Midwest small market** veteran wants to be sales manager! Must have \$28,000 plus benefits and moving allowance. Box G-191.

**Successful Group V.P.** and Major Market General Manager seeking major or medium market management. Offering proven success in profits, cost control, administration, sales management, motivation, promotion, programming. Total knowledge FCC. Excellent references. Available now. Prefer southeast. Will consider all opportunities. Box G-34.

**Aggressive sales pro** seeking management position, over 10 years in major market radio. Successful background in management, leadership, promotion and merchandising. Bottom line oriented. Box F-242.

**General/Operations Manager:** Lengthy experience in all phases of Small/Medium AM/FM. Excellent Administrator. Looking for longterm commitment. Prefer Michigan. Box G-208.

**\$100,000 Plus** local sales in 5 months! Employed. GM/GSM position only. Detailed eleven year portfolio with references. Box 1185, Toms River, New Jersey 08753.

## SITUATIONS WANTED SALES

**Mature Experienced Sales,** PD., morning man. California preferred. Seeks position in stable station. Box G-193.

## SITUATIONS WANTED ANNOUNCERS

**Country DJ, PD,** 50kw WFUV-FM, NYC, seeks Country shift. Excellent interviewer. Thorough knowledge of traditional and contemporary country. For tape and resume, write Dennis da Costa, 20 College Place, Yonkers, NY 10704.

**Washington State Apple** seeking new western orchard for ripening. Fresh, unspoiled flavor. I'll supply tasty resume and tape. Box G-116.

**Dependable** Disc Jockey outstanding voice with good delivery style seeks position within tri-state area. Interested in promoting contemporary sound and positive thinking. Third Class FCC Box G-111.

**Top-40** disc-jockey, 20 yrs. Experience, good production, major market, available now, AM/FM Greater Cincinnati area. 1-513-528-5793.

**Bright and versatile.** That's me! Name your format: Top 40. A/C. AOR. Good voice for news. Would love to do sports. Have writing and production skills. I'm ready now! John Gorzell, 240 E. Wrightwood, Addison, IL 60101. 312-985-0964 or 833-9390.

**Experienced PBR** looking for full time job this football season. Trained, talented with third ticket, will double on news or sell. Willing to travel, any size market. Tape and resume available. Sal Genovese, 1505 Alta Vista Court, Seaside, CA 93955. Call 408-394-7336 or 408-724-9371.

**Country and very proud of it.** Female needs a spot in a medium-large market. Experienced, bright and ambitious. Will relocate. Call Randi Robbins 212-379-7746.

**Book Bad?** One year Air and Sales with 15 KW FM/AM in central Arizona, Phoenix market. Great Top 40 and Oldies personality needs full time. 602-425-7571 Scott Scarborough.

**Tampa Bay Area** dependable, experienced announcer available all day Sunday and/or Weekday afternoons. Sid Francis 813-546-0590.

**Experienced sportscaster** seeks college, junior, or minor league hockey play-by-play position. Will do other sports including reporting. Will relocate anywhere. Call Marc afternoons at 218-749-4983.

**Christian announcer** seeking employment at contemporary Christian music station. 212-347-2649. Karl.

**Intelligent,** hard working female with degree seeks position in radio. Some experience. Resume and tape. Box G-168.

**D.J. Announcer** with 4 years experience in copywriting and production. Also interested in part time sales. Box G-175.

**Experience sportscaster.** Can also do quality air shift. College grad. Let's talk. Box G-192.

**Third endorsed,** over five years experience in Rock, Country and M.O.R. Some Play by Play. Good Production. Looking for solid organization with opportunity to grow. Box G-212.

**Experienced 7 yr.** Radio pro seeking responsible station that will give me a fair shake. Former program director, news director, music director, with additional experience in copywriting, announcing and production. College grad. Automation experience. Prefer announcer or programming position in Michigan. Will relocate if situation is right. Box G-211.

## SITUATIONS WANTED TECHNICAL

**Medium market Chief** with 1st phone and 3½ years experience in AM directionals, FM stereo, automation, proofs and studio construction. Presently working, need bigger challenge, prefer construction. Box G-129.

**Assistant CE position** sought at AM facility in Northern California area. Experienced in most technical phases, except automation, transmitters over 5 kw, and DA's with more than two towers. Prefer to concentrate strictly on engineering. TV inquiries welcome. Send to G-152.

**Available Short Term** Employment: 20 years Pro. New installations, rebuilds, evaluations, troubleshooting, processing. Shoupe 717-249-6584.

**Experienced engineer** available. No bad habits, or clock watching. No annncg, capable in emergency. Box G-169.

## SITUATIONS WANTED NEWS

**Experienced Play by play** man seeks college football and basketball position for next season. Contact Box G-118 or call Pat 206-538-0336.

**Sportscaster.** Opinionated. Knowledge second to none. Writing and production skills. Send for my tape and I'll show you my potential. Call John 312-833-9390 after 5 PM.

## SITUATIONS WANTED NEWS CONTINUED

**Top 40 PBP/Sportscaster** wants job anywhere ASA/P College or pro football and/or basketball PBP a must. Great 7 year record. Employed. Box G-115.

**Sports Director** of 50,000 watt news talk AM in large Southern market seeks opportunity. News and play-by-play exp. Call Don 615-331-2272.

**News and D.J. Experience.** Will go either way. Prefer Texas, Michigan, Kentucky. Will consider other states. Available immediately. Call Ruth, from 12-4 pm at 517-732-4525 through Cabin Switchboard.

**New Jersey!** Syracuse '80 grad loves Garden State news/sports, community affairs. Tape/resume available. Stefan Bucek, 424 Hazlitt Ave., Leonia NJ 07605. Evenings 201-592-6176.

**Sportscaster/Announcer.** Five years board, experience; two years football, basketball PBP "Four corners" states or West Coast preferred. Call anytime 303-346-8918.

**Aggressive young** news reporter/announcer and first phone holder. Loves small markets. Tape and resume Monica Braddy 212-634-8562.

**News Department** lethargic, careless, dull and peak and valley performance? Sounds like some rebuilding's needed. This major market ND could be your architect. Experienced in all formats. Excellent references. 703-241-7507.

**Radio sportscaster**—eleven years experience covering high school, Jr. and major college programs—exciting style—P.E. grad.—Call Rob Williams—515-233-3117.

**Serious-minded newscaster** eager to demonstrate communicative skills. For tape and resume, please contact Roger Dean at 312-477-5427. Any Evening After 5 PM.

**Weathercaster/forecaster.** 6 years broadcast experience. Married. Will relocate for right package. Contact Marc Mailhot 76 Westbrook Gardens, Westbrook, Maine 04092 Tel. 207-856-6097.

**Sportscaster** seeking PBP job in hockey and basketball. 4 years experience. Steve Work 516-433-4943 after 7:00 p.m.

**Newscaster** Dedicated, motivated. 4 years experience. Production background. Steve Work 516-433-4943 after 7:00 p.m.

## SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

**Soul Programer** major market know how wants smaller pond to swim in. 35K. 919-822-5218.

**Two man** production-engineering team; 9 years of Radio-TV experience in large and small markets. Familiar with state of the art and older equipment. Able to take ideas from conception to completion. Looking for a station that can use our imagination and ability. —918-494-9766.

**Pastor**—18 years broadcast experience desires christian programming position. Bill Baker, Box 99-B Cranberry, PA. 16319.

**Experienced & Knowledgeable** talk show host available immediately. 216-732-8383.

## TELEVISION

### HELP WANTED MANAGEMENT

**Director Of Development** Senior management position. Will head substantial fund-raising and marketing department of large community-owned PTV station. Responsible for traditional PTV fund-raising programs including membership, TV auction, corporate underwriting (local and national), contract services, grantsmanship and deferred-giving programs. College degree. Six years experience in fund-raising and marketing areas, record of strong management and sales ability. Public television familiarity is an important plus. Apply to Director of Finance, WYES-TV, Box 24026, New Orleans, LA 70184. Deadline: July 31, 1981. No calls — WYES-TV is an Equal Opportunity Employer.

**Director of Development,** Public TV & FM Stations serving Eastern NY and Western New England. Individual to plan, administer, and carry out community relations, membership, and fundraising activities, including corporate underwriting and planned giving. Position reports to the President/General Manager. Excellent communication & supervisory skills plus proven success in public broadcasting fundraising required. Bachelor's degree in Marketing, Communications, or Business preferred. Attractive lifestyle in NY State's Capital District area with outstanding cultural, educational, and recreational resources. Salary commensurate with experience; comprehensive benefit program. Forward resume with cover letter to Human Resources Manager, WMHT-TV/FM, Box 17, Schenectady, NY 12301, EOE.

**Television Account Executive**—Top 10 Market. Group-owned independent needs experienced television salesperson. EOE. Resume and salary record to Box G-199.

**Film Director/Programmer** Established cable programming network seeks person with television station or network experience as film director or assistant program director. Send resume to Box G-217.

### HELP WANTED SALES

**National Sales Manager.** ... Our ABC affiliate located in a large Northeast market offers a great opportunity to be a part of a growing broadcast group. Must have at least 2 years experience in television management or as a TV rep. An Equal Opportunity Employer, M/F Box G-184.

**Florida network affiliate** has an opening for a local sales Account Executive. Marketing or business degree preferred, along with on the street sales experience. Must know today's television marketing concepts. E.O.E. Reply to Box G-186.

**Account Executive**—Midwestern, Top 50 market. Local account list currently generates \$25,000 to \$30,000. Great potential for aggressive individual. EEO/M/F Box G-207.

**Financial News Network** is looking for an experienced Sales/Marketing Director to manage affiliate stations and supervise national sales reps. and national advertising. Opportunity to participate and personally expand in a dynamic organization based in L.A. Salary negotiable. Send resume post haste to: FNN, c/o 2525 Ocean Park Boulevard, Santa Monica, CA 90405.

**Aggressive, self-motivated** individual wanted to join our Time Inc., NBC affiliated VHF station in the 38th market. Live in the heart of Michigan's year-round vacationland with great hunting, fishing and skiing. Enjoy our rapidly growing cultural activities. We employ the finest of computer technology, live remote facilities and a marketing department to help you succeed. If you have a minimum of two years television sales experience and a college degree or its equivalent in business or marketing or are a graduate of a communications school, send a complete resume to: Richard A. Groat, General Sales Manager, WOTV, Box B, Grand Rapids, Michigan 49501. No calls, please. Applications must be received by August 21, 1981. We are an Affirmative Action/Equal Opportunity Employer.

### HELP WANTED TECHNICAL

**Television engineer.** Experience with VHF transmitters and microwave. Needed for Mid West small market station. Contact Don Larsen at KOTA-TV. Telephone No. 605-342-2000.

**TK-46 Maintenance Engineer** Nautilus Television Network is looking for an experienced maintenance engineer. Must be highly experienced in TK-46 maintenance. Send resume to: Charles Barth, Nautilus Television Network, PO Box 1783, Deland, Florida, 32720.

**Maintenance Engineer:** Growing independent in Atlanta offers competitive compensation, and benefits to a person with RCA MC/Studio equipment experience; analog & digital experience/education desirable. Resume with salary requirements to Manuel Marquez, Chief Engineer, WANX-TV, PO. Box 98907, Atlanta, Georgia 30029. EEO/AA Employer.

**Maintenance Engineer.** Must have First Class License. Major market UHF; Northeast. Not a beginning position, experience required. Union shop, top scale paid for right person. Reply Box G-15.

**Television Engineers**—Immediate opening for experienced Maintenance Engineers in fully equipped Northern California VHF Network Affiliate Station. Candidates should have a background in broadcast related maintenance and electronics school or equivalent training, including digital technology; FCC License preferred. For prompt consideration contact: Personnel Department, KNTV, Inc., 645 Park Ave., San Jose, CA 95110. EOE, M/F.

**TV & Video Engineers Needed.** Chief Engineer, Assistant Chief Engineer, Studio Supervisor, Maintenance Engineer. Top Salaries—Excellent Location. Phone Alan Kornish at 717-287-9635 and/or send your resume to Key Systems, New Bridge Center, Kingston, Penna. 18704.

**Maintenance/Transmitter Engineer:** Assist in installation and operation of State-of-the-Art equipment including all videotape formats. Some maintenance duties related to transmission and microwave systems under the supervision of Transmitter Supervisor. First Class FCC license required. Two to five years maintenance experience, preferably with broadcast equipment. Also requires experience with UHF TV and radio transmitters and with broadcast systems and rules. Salary negotiable. Resumes to Personnel, WITF-TV/FM, Box Z, Hershey, PA 17033.

**Maintenance/Videotape Engineer:** Assist in operation and maintenance of latest State-of-the-Art videotape editing and production equipment. Also assist in maintenance of other production and broadcast equipment as assigned. Requires First Class FCC license and previous experience with videotape operation and basic maintenance. Salary negotiable. Resumes to Personnel, WITF-TV/FM, Box Z, Hershey, PA 17033.

**See the USA!** and the big events in a super Kenworth 40 footer and a Top Flight 27 footer, boat with all Hitachi 95 S, Sony 1100 S, Grass Valley 1600 S, RTS and more! We do quality shoots and we need quality engineers, to keep us rolling! Call John Glawe at Northeast Productions, 1-800-233-4777. In PA call 717-825-1616.

**Maintenance Engineer**—experience required—must be skilled in repair of 3/4 and 2 inch videotape, switchers and color cameras. Resume to Sid Shumate, WVIR-TV, Box 751, Charlottesville, VA 22902.

**Texas-Oklahoma market** seeks qualified studio engineer who has experience with and knowledge of: PC-70's, Ampex 1200's, TCR-100, TK-27. Send resume to: Manager, KXII-TV, Box 1175, Sherman, Texas 75090. 214-892-8123. E.O.E.

**Video tape editors,** operators, maintenance people for 1", 2" quad, CMX. Live in mountains, relax by ocean, tan in sunshine. Excellent future, good money. Creative Broadcast Services—6290 Sunset—Hollywood, CA 90028 213-467-8151.

### HELP WANTED NEWS

**Weathercaster**—We are looking for a communicator who knows weather. Weather is one of the most important things we do in this petroleum, agriculture and recreation area of the Gulf Coast. Send tape, resume and salary requirements to News Director, KATC-TV ... PO Box 3347 ... Lafayette, La. 70502.

**Promotion Manager:** Plan and organize all station promotion. Write and produce on-air promotion. Coordinate all radio campaigns, newspaper & magazine advertising. Experience in writing, public relations and some art skills. Send resume and salary requirements to: Box G-136. EOE.

**Sports Director.** Corinthian-owned CBS affiliate in N.E. Indiana seeks true sports enthusiast who can report, produce, and anchor in dynamic and personable style. If you're a weekend person in a larger market or the main anchor in a smaller market, let us hear from you. We promote from within and have five other affiliated stations in markets from 11 to 57. Also affiliated with TVS Sports Network. Grow with a solid broadcast company. Send tape and resume to Bruce Childs, News Director, WANE-TV, 2915 W. State Blvd., Ft. Wayne, Indiana 46808.

## HELP WANTED NEWS CONTINUED

**Editor:** film and ENG, major market west coast network affiliate newsroom, minimum one year 16mm newsfilm and 3/4" BVU tape editing experience, must be self starter, quick, disciplined, able to work under pressure newsroom environment. Position avail immed, send resume to Box G-134.

**TV News Anchor/Producer.** Experienced, committed journalist who is excellent writer, organizer, and creative thinker. ENG background a must. Will produce and anchor some news. Send tape and resume to Bruce Childs, News Director, WANE-TV, 2915 W. State Blvd., Ft. Wayne, Indiana 46808.

**TV Reporter/Midwest:** This position requires 3-5 years news experience-print/broadcast; excellent written and oral communication skills; on-air TV experience; knowledge of TV news operations. Resume required. EEO/AA. Box G-173.

**General Assignment Reporter** wanted for a number one rated top-20 market stations. Excellent writing skills and a good understanding of production techniques are necessary. 3 years of experience is required. Please send resume to Box G-177. An Equal Opportunity Employer M-F.

**Producer.** For 6 and 11 p.m. newscasts at leading network affiliate in SE Top 100 market. Experience or specialized training essential. Send resume to Box G-209.

**3 Positions:** Weekend anchor/producer and two general assignment reporters. Top notch news operation with large staff and latest equipment. Previous television experience a must. Contact: Michael Bille, News Director, WQAD-TV, Moline, Ill. 309-764-9694. Equal Opportunity Employer.

**Financial News Network** is looking for experienced News Director/Executive Producer, seasoned Co-Anchors, and Reporter/Writer/Producers. Opportunity to participate and personally expand in a dynamic organization based in L.A. Salaries negotiable. Send resume and tape post haste to: FNN, c/o 2525 Ocean Park Boulevard, Santa Monica, CA 90405.

**Public Broadcasters** in beautiful Upstate New York market seeks experienced producer/reporter to work on nightly, hour long news cast, responsible for daily feature work, occasional fill in for anchors. We are proud of our highly regarded news program and want a professional to join the staff. Please send aircheck and resume to Karen Hasby, WSKG-TV, PO Box 97, 3311 East Main St., Endwell, NY 13901. No phone calls please. EEO/M-S.

**Weekend Anchor/Reporter.** Minimum two years commercial TV experience as a reporter or anchor. Resume and audition tape to Robert Allen, News Director, KOTV, PO Box 6, Tulsa, OK. Equal Opportunity Employer.

**General assignment** reporter for WTRF-TV. Some studio work may be involved. Two (2) years TV experience required. Salary based on experience and qualifications. Send resume and tape to Steve Mazure, WTRF-TV, 96-16 Street, Wheeling, WV 26003 by August 3, 1981. An Equal Opportunity Employer.

**Co-Anchor:** Top rated news operation in sunbelt is looking for a co-anchor for our late news. We want a bright person who has a degree along with one to two years reporting, producing, and anchor experience. Some reporting also a part of this job. We are a dominant station, with expanding commitment to news. Send tape and resume to News Director, KFDM-TV, Belo Broadcasting, P.O. Box 7128, Beaumont, Texas, 77706.

**Anchor** for major newscasts. Must be mature, aggressive and solid reporter. No Beginners. Competitive midwest market net affiliate battling for number one. Tape, resume and salary requirements to Ken Keller, ND, WHBF-TV, Telco Bldg., Rock Island, IL 61201.

## HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**Talk Show Producer**—To book lively, hour program. Strong manager and enthusiastic person needed; top rated major market program—extensive talk show experience required. M/F; EOE. Resumes Only. Box G-92.

**Lighting Director.** Minimum 3 years crew work experience in television production. Plus 1 year minimum lighting for TV and/or stage. Salary \$17,000. Contact: Larry Reid, WHA Television, Madison, Wisconsin, 608-263-3814. Materials must be received by July 31, 1981. An Affirmative Action, Equal Opportunity Employer.

**Television and Broadcast Information Specialist.** University of Florida. Two positions available. Requires a bachelor's degree and five years journalism experience. Must include at least one year with electronic news gathering equipment, on-camera performances, broadcast writing, reporting, and producing. Preference given candidates with demonstrated leadership qualities and a desire to develop marketing skills required in public relations. Salary \$18,000 to \$20,000 plus excellent fringe benefits. Send complete resume by August 21, 1981 to: Mr. George P. Bradley, Employment Manager, 337 Stadium, Personnel Division, University of Florida, Gainesville, FL 32611. Equal Employment Opportunity/Affirmative Action Employer.

**PM Magazine Field/Associate Producer** to work on established PM Magazine in Top 10 Market, Network Affiliate. Must have extensive E.N.G. field experience in addition to excellent writing skills. The candidate must demonstrate the ability to produce informative, entertaining and absorbing feature story. Send tape and resume to: Dick Dietrich, Executive Producer, PM Magazine, WJBK TV/Detroit, Box 2000, Southfield, MI 48037. All tapes will be returned. An Equal Opportunity Employer.

**Program Manager:** NBC affiliate, top 70 market. Experience in production and program scheduling, acquisition and promotion. Complete knowledge of FCC rules. Resume and salary requirements to: Box G-137. EOE.

**TV Director** for leading national children's public TV series and other projects. At least 5 years experience with studio and field production, and editing. Salary negotiable. Start Sept. Send resume and tape. Family Communications, 4802 Fifth Avenue, Pittsburgh, PA 15213.

**Production Manager** for small market network affiliate in Michigan. Experience in commercial production and field production necessary. Call Mr. Tom Disinger, General Manager, WBKB-TV, 517-356-3434.

**Executive Producer:** For Long Island PTV. Coordinate all local programming. Serve as producer/director on wide variety of programming. Coordinate personnel, budget and interdepartmental interface. Minimum 5 year's experience. Bachelor's degree. Resume to: R. Civiello, Director of Broadcasting, WLIW-TV, 1425 Old Country Road, Plainview, New York 11803. Equal Opportunity Employer.

**Television Editor** if you are a seasoned CMX-340X Editor looking for a major position with an expanding production facility in an excellent market, look to Telemation Productions/Seattle. We are studio, remote, and CMX post-production, with an accent on network quality. Commercial experience essential. Send resume and demo reel (no calls yet) to: Al Abady, Telemation Productions, 1200 Stewart St., Seattle, WA 98101.

**Producer/Director**—Must have a minimum of 3 years commercial production experience. Also must be well versed in the hands-on operation of video switchers, video tape machines, audio boards, television cameras, and all other job related equipment. Working knowledge of studio/remote lighting and photographic composition a must. We employ the best personnel in our field, and only those qualified need apply. Resumes ONLY to: Personnel Dept., WXIX-TV Production Center, 10490 Taconic Terrace, Cincinnati, Ohio 45215. WXIX-TV, Metromedia, Inc., is an equal opportunity employer M/F.

**Producer/Director for KETC-TV,** St. Louis, Mo. Will be responsible for the production and direction of a broad range of TV programs with an emphasis in cultural affairs. B.A. in radio/TV, journalism or related area and three years experience as a producer/director in the cultural affairs area required. Some sports coverage desirable. Salary \$18,000-\$24,000 per year. Send resume and sample tape by August 26, 1981, to: Producer/Director, KETC-TV, P.O. Box 24130, St. Louis, MO 63130. Equal Opportunity Employer M/F.

**Pacific Northwest/Production Manager** for established independent production house. Excellent immediate opportunity for creative self-starter with 3/4" EFP production background. Position requires management skill plus hands-on camera, editing and writing experience for corporate video and TV commercials. Send resume, demo tape and salary history to: Mr. McCann, 561 Industry Drive, Seattle, WA 98188.

**Executive Producer** to establish California Public Television Center/Sacramento to produce statewide programming. Qualifications: 3 years Producer experience in public affairs programming; 2 years experience in budgeting, staff supervision and program design; knowledge of California issues preferred. Contract period: August 1, 1981 through August 31, 1982. Salary: \$538-\$615/week. Applications must be received by 5 PM PT, August 14, 1981. Submit letter of application, resume, demo tape and at least two references to: Peggy Hughes, KVIE-TV, PO Box 6, Sacramento, CA 95801. An Affirmative Action—Equal Opportunity Employer.

**Senior Producer/Director**—Responsible for all phases of production from conceptualization to editing final product, supervision of production department as assigned. Ability to work creatively under pressure. Four years experience with one year in a managerial position. Starting salary \$14,628. Send resume, work tape, three references to: WVPT, Port Republic Road, Harrisonburg, VA 22801. Equal Opportunity Employer.

**Producer:** Opportunity to join a sizable production staff committed to issue-oriented programming for local, state and national distribution. Requires the ability to conceive and design new programming concepts. On-air ability is a plus. Requires four years producing experience in similar or related fields. Bachelor's degree in appropriate field, demonstrated writing ability. Salary negotiable based on experience and credits. Resumes to Personnel, WITF-TV/FM, Box Z, Hershey, PA 17033.

**Two Good Opportunities** with a new station: Seeking Production Manager and Promotion Manager for new CBS affiliate in Greenville, Miss. Ground floor opportunities in responsible management positions. Send resume and salary requirements to Joe George, WXVT, P.O. Box 5815, Greenville, Miss. 38701.

**TV Executive Producer**—Supervise producer/directors in production of all national and local programming. Preparation of production budget and program proposals. Significant experience as producer/director, with national credits and supervisory experience. Bachelor's degree required. Master's degree preferred. Deadline: July 31. Send resume and videotape to: Personnel Manager, WOSU TV, The Ohio State University, 2400 Olentangy River Road, Columbus, Ohio 43210.

**ENG Photographer/Researcher** opening. Looking for a person with a minimum of three years experience shooting documentaries. Knowledge of ENG cameras, field recorders and video tape editing required. Background in working on news and public affairs helpful. Send resumes only to: Ruth Massey Rogers, WKPC-TV, P.O. Box 1515, Louisville, Kentucky 40201. No phone calls please. Immediate response requested.

**Production/Program Manager** for pay TV system. Must have hands-on TV production experience and a feel for appealing programming. Must be a definite movie fan. Send resume and salary history to: Chicago Subscription Television, 501 W. Algonquin Rd., Arlington Heights, IL 60005. Equal Opportunity Employer M/F.

**Great Lakes Area VHF** seeks ambitious Director with switching experience. Must be capable in directing fast paced major newscasts; and commercial, promotional and public affairs assignments. Off camera announcing ability preferred. Equal Opportunity Employer. Send resume, and salary requirements to Box G-195.

**National Cable Satellite** Network seeks hardworking, creative Producer/Production person for Northeast studio operation. 3/4" editing a must, 1" helpful. Excellent benefits and advancement opportunity. Salary \$15,000. Box G-200.

**Top 20 Market TV** station looking for features editor/reporter for daily magazine show. Reporter should be able to field produce, write and edit own stories. EOE. Reply Box G-215.

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## HELP WANTED PROGRAMING PRODUCTION, OTHERS CONTINUED

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**Producer wanted** for competitive Midwest Network Affiliate. If you know good writing, are a whiz with live ground and helicopter units and can handle large professional staff we want to hear from you. Should have at least two years experience producing news. Send resume and statement of your news philosophy to Keith Nichols, KMTV, 10714 Mockingbird Drive, Omaha, NE 68127.

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## SITUATIONS WANTED MANAGEMENT

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**Production Manager.** Young producer/director, seven years experience, wants to move up to Production Manager. Box G-170.

**Corporate Director** of retail sales development. Heavy experience in Co-op, Sales, Sales Training and Management. Proven, verifiable high-dollar track record. Have been Co-op and Local Sales training consultant for major groups. Looking for group commitment and permanency with headquarters staff in Mid-Atlantic or Southeast. Box G-33.

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## SITUATIONS WANTED TECHNICAL

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**TV Control Technician** with 2 years experience. First phone. For resume, write: M. Messerly, 802 6th Street, Ames, Iowa 50010.

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## SITUATIONS WANTED NEWS

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**Sports Director.** Talented professional whose organizational skills can shift your coverage into high gear. Creative, energetic, and personable. Impressive "involvement" packages. Tape shows versatility. Box G-12.

**Talented TV Sports caster** with 3 years experience. Seeks larger market sports anchor position. Call Mornings 702-826-1714.

**Female Reporter**, mid 40's Market. 4 years experience seeks challenges in larger or strong Medium Market. Also experience in talk show hosting, assignment editing, and some anchoring. Box G-138.

**Looking for an aggressive reporter?** Sharp, mature minority female with 2 years radio news and limited TV news experience seeks general assignment reporting position in small or medium market. Available immediately. Box G-130.

**Experienced Weathercaster** currently primetime TV and radio. Searching for number one or 2 position. Fulltime weather. Confidential. Box G-121.

**Need good features** to add sparkle to your newscast? Award winning reporter ready to move. Three years general assignment experience in 50's market. Woman, 26. Box G-107.

**Experienced ENG photographer.** Looking for a progressive organization in a top thirty market, that desires only capable, creative, and dedicated people. Call Gilbert Hammer 914-277-3771.

**Extremely articulate** aggressive minority, male 13 years TV producing, directing, writing, ENG, experience seeking on camera or street reporting position. Willing to relocate. James W. Wright, 4835A South 28th St., Arlington, VA 22206.

**Sports.** ... how about a creative, intelligent approach for a change. If you're a medium market ... let's talk. Box G-188.

**One and bonus.** Small market sports director wants reporter-anchor position in medium market—that's the one. The bonus—great from the field, ENG, strong production, degree, radio & TV PBP Box F-205.

**Reporter/Producer.** Mature, aggressive anchor/reporter. 1 yr radio exp. with MA degree Journalism. Thorough knowledge of ENG operations. Always beat out competition with instinct for hard news, and flair for feature reports. Good delivery and serious commitment to you. Box G-213. For resume and tape.

**Network Anchorman.** ... Available now. 704-568-2353.

**Who Desires maturity.** Experience in writing, producing, anchoring or N-D? 26 years. Knowledgeable, still eager. Family man. No gray hair. Pat Bange, 10371 SW 156th St., Miami, FL 33157.

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## SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

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**Production Manager.** Seeking return to Sunbelt/Southeast, large to medium market; 12 years experience in all phases of program and commercial production. Quality and profit oriented. Award winning creativity. Best reference is present employer. Demo tape and resume available on request. Write to Box G-112, or call Tom at 308-236-6902.

**Production Manager**—Award Winner for small station seeks challenge of larger station. Market size unimportant. Will relocate anywhere. Vast experience with creative ideas. Call 914-241-1640 or 914-941-2937 and leave message. I can produce.

**Program Director** with expertise in management, producing/directing and motivation. We need each other. 704-542-6946.

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## ALLIED FIELDS

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### HELP WANTED INSTRUCTION

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**Technical Instructor/Engineer:** One-year replacement appointment as Instructor/Assistant Professor on beautiful northern Vermont campus, in Department of Communications. Modern campus serves 1,150. Public-access television studio, broadcast/technical major program enrolls 125 students. Assignment includes teaching Technical Video Theory, Lighting and Audio Theory, Production, FCC 2nd-class preparation. Applicants must have FCC 1st-class, experience in 1/2" and 3/4", repair and maintenance of color equipment and microwave. Bachelor's degree required, master's degree and college teaching experience preferred. Deadline: August 7, 1981. Send resume, references to Dr. Perry Viles, Dean, Lyndon State College, Lyndonville, Vermont, 05851. An Equal Opportunity Employer. 802-262-9371.

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### HELP WANTED MANAGEMENT

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**Assistant Controller:** Position available as Assistant Controller Broadcasting of a large newspaper group. Headquarters: Finger Lakes region of upstate N.Y. Accounting degree with minimum of 3-5 years experience (preferably in a corporate environment) required. Responsibilities: financial statement consolidation & analysis, budget, cash management, system development and special projects. Excellent opportunity to be part of management team. Send resume and salary history to: Vice President-Controller, Park Broadcasting, Inc., P.O. Box 550, Ithaca, NY 14850.

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### HELP WANTED SALES

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**We're a music production** and programming company, operating out of a major Southwestern market. We're not one of the giants, and don't intend to become one; we do plan to stay compact and market only the finest. We need a sales representative who knows the radio business thoroughly, and can cover the Midwest, so he or she must be willing to travel. A knowledge of the production and format fields is essential, as is the ability to sell and to project our image: we welcome aggressive sales ability, but are vitally concerned about our image and our customers. Send a resume to Box G-102.

**Marketing Representative.** Established television magazine publisher seeks several marketing reps located midwest, south and northeast. Duties include contacting TV stations and cable systems. Excellent opportunity for persons with a marketing background in communications who are self-motivated, reliable and capable of working independently. Salary, expenses and liberal benefits, including BC/BS, dental, vision, prescription drug and other programs. Send resume and letter to Box G-166. An Equal Opportunity Employer.

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### HELP WANTED TECHNICAL

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**Technician/Instructor**—The Ohio School of Broadcast Technique has expanded its nationally accredited Broadcast Electronics Program and has an immediate opening for a Technician with proven classroom abilities. Position requires a thorough knowledge of audio broadcast equipment and systems as well as an FCC First Class License and a minimum of 5 years of broadcast experience. Contact: Mr. Krieger 216-861-1111. Outside Ohio, 1-800-321-1772. EOE-M/F.

**Television Broadcast Technicians**—Washington, D.C.—Federal Agency is accepting applications from individuals with a minimum of six (6) years operations and maintenance experience in video, audio, camera, lighting, quad and one-inch videotape for positions in color television studio and mini-cam production facilities. Beginning salary depending upon qualifications. Normal working hours from 8:45 a.m. to 5:30 p.m., Mon-Fri., with periodic overtime. Moving expenses to Washington, D.C. must be provided by applicant. Interested applicants are requested to send a standard Federal application form SF-171, obtainable at most Federal offices, to Employment Branch (293-81), International Communication Agency, 1776 Pennsylvania Avenue, N.W., Washington, D.C. 20547. Questions, contact Dottie Flaak 202-724-9468. An Equal Opportunity Employer.

**Maintenance/Video Engineer** We are a progressive production facility looking for a motivated engineer with maintenance experience on VPR-2's, CMX, Squeezezoom. The position requires a strong digital background and encompasses both maintenance and video operation. Contact Jerry Ebbers, Telemation Productions, Inc., 303-751-6000.

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## SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

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**Senior Science Writer.** Major voluntary health agency, located in Dallas, has excellent opportunity for a Senior Science Writer. College degree and minimum of 5 yrs science writing for mass media outlet, print or broadcast required. Daily newspaper, wire service, newsmagazine, radio or TV preferred. Excellent benefits. Submit resume, including salary history to: Box G-182. An Equal Opportunity Employer M/F.

**Florida's second largest** state university is seeking a Broadcast Services Coordinator in its News and Information Office to write and produce weekly statewide radio program and frequent radio news actualities, video-taped TV news clips and packaged features, TV and radio public service programs and spots and audiovisual presentations. Minimum of two years of professional television or radio news production experience and 4-year college degree in Broadcasting or Journalism. College requirement can be offset somewhat by increased professional experience. Prefer broadcast newswriting proficiency and at least introductory ENG experience. Starting salary range; \$12,110-\$16,094. Send resume and taped and written samples of your work to Joe Burgett, Division of Personnel, University of South Florida, FAO 011, Tampa, FL 33620. Application deadline August 17, USF is an affirmative action/equal opportunity employer.

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## WANTED TO BUY EQUIPMENT

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**Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Wanted four** to sixteen Bay Circularly Polarized high power FM antenna ... Call 916-233-2713.

**Reward for UHF Transmitters.** Quality Media will pay a \$500 reward for information which leads to our purchase of any UHF television transmitters. One reward per transmitter. Call Bill Kitchen 404-324-1271.

**Instant Cash for Broadcast Equipment:** Urgently need UHF Transmitters, Microwaves, Towers, Weather Radio, Color Studio Equipment, AM & FM Transmitters. Call Bill Kitchen, Quality Media. 404-324-1271.

**Wanted A.** Camera Cables TV-81, B. Universal Color Tech, C. Studio Lights, Call: 312-641-6030. Days.

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## FOR SALE EQUIPMENT

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**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**2.5KW FM Harris** 2.5K, 2 years old, mint Call M. Cooper 215-379-6585.

**3.5KW FM McMartin** 3.5K w/B9-10 exciter, 2.5 years old with spares on air, Call M. Cooper, 215-379-6585.

**1KW FM Gates** FM-1C w/exciter, excellent cond. Spares. Call M. Cooper 215-379-6585.

## FOR SALE EQUIPMENT CONTINUED

**Broadcast Systems Inc.** supplies over 100 lines of quality television broadcasting equipment to meet your television systems needs. Call Les Hunt, 703-494-4998; Carroll Ogle, 919-544-1484; Byron Fincher, 205-525-5467; Marvin Bussey, 214-867-8775; Bill Martin, 417-876-6354; Al Crocker, 805-929-4476; and, Jim Spears, Chuck Balding, Cary Fitch, or Don Forbes at 800-531-5232. We specialize in quality television equipment.

**For Sale: Harris System 90** Automation Station, 2NTI "Go Carts", Logging, In-Coding, 4-ITC750 Stereo Reel-to-Reel, Rewind, Time Announce. Used 10 months original cost \$46,700. \$32,000 or make offer. Will trade for airplane single or multi or ??? Call George P Langan 217-789-0880.

**3 Month old Harris FM 2.5K** transmitter with MS-15 exciter and stereo generator, 1 Sona-Mag DP1 automation system with 4 reels, two carousels, video encoder, many extras, three Sonamag cart Machines. 309-673-0902.

**10KW AM RCA BTA 10U-1** (1965), many spares, proof, on air. M. Cooper 215-379-6585.

**10KW FM Harris 10H3** (1976) w/TE-3, stereo, sca and many spares, excellent condition. M. Cooper 215-379-6585.

**RCA TP 66-16mm** film chain projectors. Excellent condition! Call now 305-756-0699 at International Cinema Eq. Co., 6750 NE 4th St., Miami, FL 33138.

**Used Equipment Bargains:** RCA TT-10AL 11KW VHF Transmitter \$5,000; Complete GE Film Island \$18,000; RCA TR-70 VTR, Cavec & D.O.C., \$22,000; Ampex 1200B VTR, AFA Rebuild, Editor, \$16,000; Norelco PC-70 Color Camera \$8,000; IVC 500 Color Camera \$2,500; CBS 504B T.B.C., \$5,000; Microtime 2020 T.B.C. \$9,500; Environzone Air Filters, \$500; Hundreds of other items. 30 Brands new equipment. Call Bill Kitchen or Jim Herring, Quality Media Corporation, 404-324-1271.

**Remote Production Cruiser:** Beautiful condition, full air-conditioning, camera platform on top, new diesel engine and drive train. Equipment includes: (5) GE PE-350 cameras (can upgrade), minicam, motorized cable reels, full monitoring, full audio and video switching. Quad VTR and 3/4" editing system. \$130,000 takes it all. Call Bill Kitchen, or Jim Herring, Quality Media Corporation, 404-324-1271.

**New 5 KW Hi-Band VHF Transmitters:** Never used, in factory crates. Standard electronics model No.'s AH653, TH652, TH613. Tuned to channel 10, can be tuned to any bi-band channel. \$30,000. Bill Kitchen or Jim Herring, Quality Media Corporation, 404-324-1271.

**Used ENG Equipment:** Sony DXC 1600 Cameras, 4 avail. \$1,200 ea.; Sony RM-400 Editor \$800; Convergence ESC-1 Joystick Editor \$2,500; Sony VP3800 3/4" VTR \$1,500; Sparta A15 Audio Console \$400. Call Bill Kitchen or Jim Herring, Quality Media Corporation, 404-324-1271.

**ENG-Production Van:** Like new with (2) Hitachi SK-70 Cameras, JVC 3/4" Editing Package, Portable VCR, CBS504B T.B.C. with Noise Reduction, 3M1114 Switcher, Character Generator, Elaborate Audio, Patching, and Monitoring, Custom Ford Truck with Camera Platform and Generator. Cost over \$200,000 new plus labor. Everything you need to go to work today. Make offer! Call Bill Kitchen or Jim Herring, Quality Media Corporation, 404-324-1271.

**Remote Production Cruiser** Repossessed-1980 34' custom built motor cruiser. Designed for video systems-1800 miles. Call Tom Long, 312-833-8100.

**VHF TV Transmitters** (2) General Electric 35kw just removed from service. Tuned for channel 9 plus 10 kc. Can be seen operating into dummy load. Other miscellaneous equipment also available including Collins 13 ghz dual STL. For further information and inspection contact Robert E. Leach WOR-TV 1481 Broadway, New York, N.Y. 10036 or call 212-764-6984.

**For Sale-CBS, 520 TBC.** Best offer. Call: 312-641-6030. Days.

**10KW FM RCA 10D-1** w/Moseley S.S. exciter, stereo, spares, excellent condition. M. Cooper 215-379-6585.

**Truck with 3KY-2000** color cameras with portable switcher including color monitor, sync. generator, D.A.'s and time code generator battery operated, and more. Package or separately. Call 615-248-1978.

**Moseley Model SCG-9 Stereo Generator.** Mint Condition. \$850.00 Capital Broadcast Exchange 309-957-1761, Instruction Book Inc.

**25 KW FM McMartin** w/exciter, stereo, SCA. 2 yrs. old On-air. M. Cooper 215-379-6585.

**New Eventide H910 Harmonizer** \$1350, Vega wireless 58/77 combo with Sony ECM-50 mint \$1000. 203-771-5648.

**Collins 20KW FM Transmitter** and 6-Bay G5 Antenna. SCA Generator and SCA Monitor. Harris Stereo Console and Cart Machine, Ampex 440, Moseley STL and Remote Control, IGM InstaCart, Orban Optimod. 404-487-9559.

**Used broadcast television equipment.** Hundreds of pieces wanted and for sale. Please call System Associates to receive our free flyer of equipment listings. 213-641-2042.

**SMC DP-1 automation system** in A-1 condition. Includes 4 Otari reel to reels, 4 carousels, time announce, 4 single plays, remote control, English text Extel printer for logging. All stereo. Call Jim at 414-324-4441.

**RCA 77B Unidirectional Microphone.** Bronze finish. Perfect condition. \$200. Box 721, Rockledge, Fla., 32955.

**Towers for Sale:** 250 foot self-support (heavy duty), 310 foot FM Tower with Guys, 300 foot FM/AM Towers with Guys, 1000 feet of 18" Tower AM or FM, 1000 foot Tower-G-7 with Guys. Call-901-274-7510.

**One SMC/Esp-1** Automation system includes: 4000 event memory & controller, PDC-5 Real Time Controller, 4 Random Access Carousels, Extel logger with CRT and Key Pad, 3 Racks with filters and end panels, Manuals, Spares Kit. Used 18 months ... \$14,500. Box G-181.

**1KW AM Collins 20V-3** (1969), many spares, proof, on air. M. Cooper 215-379-6585.

## COMEDY

**Free Sample** of radio's most popular humor service! (Request on station letterhead) O'Liners, 1448-C West San Bruno, Fresno, CA 93711.

**Hundreds Renewed** again this year! Free sample. Write on station letterhead to: Contemporary Comedy, 5804-B Twineing, Dallas, Texas 75227.

## MISCELLANEOUS

**BINGO newsprint cards** personalized with your clients ad message for Radio, TV, Cable or City Phone System Promotion. Send for Free Samples. Bingo Cards Omaha, Box 4069, Omaha, NE 68104, 402-453-2689.

**Transmit Sites Available** Broadcast sites available for FM, TV, LPTV, in Memphis, TN, Louisville, KY, Jackson, MS. Call 901-274-7510.

**Solve Your Radio Sales** Problems forever. Free Details. 20th Century Marketing Services 1713 Westheimer Suite 1510, Houston, Texas 77098.

## INSTRUCTION

**New York City Pros** train you as announcer, D.J., newscaster-sportscaster. Free booklets-placement assistance-FCC 1st Class License Prep. A.T.S. 152 West 42nd St., New York City, 10036. 212-221-3700.

## EMPLOYMENT SERVICES

**Job Seekers:** Our new approach can get you that important job. Send \$200 postage and handling for catalog from Broadcast Careers, Inc., PO Box 88864, Atlanta, Ga. 30338. Free Bonus w/orders.

## CONSULTANTS

**MJO News Associates.** The broadcast news specialists. Box 11043, St. Louis, MO 63135. 314-522-6325.

## RADIO Help Wanted Announcers

### MAJOR BROADCAST GROUP

In top ten markets with great, stable work environments is looking for experienced air personalities that are clever, entertaining or funny. Females and minorities are encouraged to apply. Send a telescoped cassette aircheck and resume to: PO. Box 7350, San Francisco, CA 94120.

### VIACOM RADIO

Is looking for qualified announcers, newscasters and sportscasters to fill positions in our eight major market radio stations. Make your move now to this equal opportunity fast growing company. Send tapes (cassettes), resume and salary requirements to Bill Figenshu, Vice President Programming, Viacom International, 1211 6th Avenue, New York, NY 10036.

## Help Wanted News

If you are  
**ALL**  
of the following

you may be ready to become News Manager of radio's hottest demographic network.

1. A solid broadcast journalist with an equally solid background.
2. Familiar with and experienced in both local and network news.
3. Aware of demographic programming, particularly the young adult audience.
4. A proven and capable manager of people.
5. Familiar with the latest in radio technology.

Sound like you? Let us know. Contact Box G-119.

An Equal Opportunity Employer

## Radio's top

demographic network wants to hear from a crack broadcast newsperson who can ...

1. Relate and report to a young adult audience.
2. Make the audience want to hear more.
3. Cover the news both in studio and in the field.
4. Take direction well.
5. Help develop documentary and investigative material.
6. Write *extremely* well.

If you are doing, have done, and can do all of the above, send your resume to Box G-133.

An Equal Opportunity Employer

### Help Wanted Sales

#### WE ARE EXPANDING

Sunshine Wireless Company, with five radio stations in Florida and California, is expanding and seeking qualified, experienced, motivated account executives with management potential (our most recent promotions to General Manager and General Sales Manager were from our account executives). Call or write and tell us why you think you qualify. Steve Godofsky, (305) 522-9900, Suite 2100, One Financial Plaza, Ft. Lauderdale, Florida 33394. We are an Equal Opportunity Employer.

### Help Wanted Management

#### MANAGER

AM-FM combination in Tifton, Georgia has immediate opening for a general manager with sales experience. Send resume to Jon Peterson, Box 15860, Orlando, FL 32858.

### Help Wanted Management Continued

#### GENERAL MANAGER SPORTS DIVISION

Central Florida station seeking a truly unique professional. Responsibilities include PBP, sports sales, sportstalk and administration of entire division. Income range \$20,000-\$30,000 plus benefit package. Your PBP sales ability, references and appearance must be impeccable. In strict confidence forward resume to Box G-180.

### Situations Wanted Announcers

#### Personality and Energy

That's my specialty. If you want a drive time pro with a strong creative sound, I'm your man! I'm not a screamer, I'm a personality. Over three years experience on mornings, but I'm willing to move to afternoons if you need me there. I'll commit to several years if you wish. (505) 662-6632.

## TELEVISION

### Help Wanted Technical

## BE A CHIEF ENGINEER

If you are No. 2 or No. 3, maybe you can be NUMBER ONE! Small group owner seeking competent, dependable, experienced technical supervision for small market VHF network affiliate in great location. Excellent future. Must have maintenance skills in studio and transmitter equipment. Work in new facility with new equipment. Compensation negotiable. If you can "take charge", call Technical Director, 601-372-6311. Position open immediately!

### Help Wanted Technical Continued

#### Engineering-Television Technician

A minimum of 2-5 years' experience preferred in studio broadcasting and an FCC 1st Class license is required. The ideal candidate should have a background in electronics as well as strength in maintenance. RKO offers a liberal compensation package. For prompt consideration, forward your resume, including salary requirements, to Personnel Department, WNAC-TV Boston, a CBS Affiliate, RKO General Building, Government Center, Boston, MA 02114. An Equal Opportunity Employer M/F/H/Vets.

#### MAINTENANCE ENGINEER

#### GO FOR GROWTH IN EAST TEXAS

If you have an FCC radio telephone 1st Class license, demonstrate your expertise with a growth-oriented TV broadcast facility in Lufkin, Texas. You'll maintain the station's electronic equipment in accordance with mtr's specifications, the station's high standards policy and FCC regulations. ENG equipment and transmitter experience a definite plus. Starting salary commensurate with experience and ability. Send your resume or letter to:

Personnel Dept.

**KTRT**

P.O. Box 729

Lufkin, TX 75901

An Equal Opportunity Employer M/F

## The future of TV is in good hands.

WGBH Boston—one of the country's outstanding production facilities—has immediate full-time openings for **operating engineers**. Top pay and benefits. If you're experienced, versatile and eager to link up with the best, send your resume to: WGBH

Personnel (A-92)  
125 Western Avenue  
Boston, MA 02134



WGBH is an equal opportunity employer.

### Help Wanted Sales

#### Outstanding Opportunity for Independent Station General Sales Manager

An established independent TV station that has proven its programing strength, community involvement and industry-wide recognition as one of the nation's most successful independent UHF stations is seeking the strongest possible General Sales Manager to improve its underachieved sales.

This position will offer the qualified applicant an outstanding package of salary, benefits and opportunity for future advancement. Reply to Box G-47. An Equal Opportunity Employer.

# ENTERTAINMENT TONIGHT™

## WILL RESHAPE TELEVISION'S FUTURE.

Beginning September 1981, you can be a part of this most exciting new concept. We are looking for a few additional unique personalities to add to our already outstanding group.

If you want to be a part of that future, send your tape and resume today to:

### ENTERTAINMENT TONIGHT™

Paramount Television Distribution, 5451 Marathon Street, Los Angeles, CA 90038



One of the nation's most successful PM Magazine's looking for talented co-host to join established male co-host. Candidates must have good writing skills, a sparkling on-air presence, and be able to produce outstanding stories. Send 3/4-inch tape and resume (no phone calls): Robert W. Shaw, Executive Producer, WCMH-TV, P.O. Box 4, Columbus, Ohio 43216. An Equal Opportunity Employer.

**VIDEOGRAPHER  
EDITOR-PRODUCER**



We're losing one of our Emmy Award winning people. Opportunity for high caliber, high energy individual with proven talents. Prefer experience in magazine style production. If your 3/4" demo tape proves you're good, send it and a resume to: Robert W. Shaw, Executive Producer, WCMH-TV, P.O. Box 4, Columbus, Ohio, 43216. E.O.E.

#### Program Accountant

Accountant to specialize in area of program production. Prefer candidate with Accounting degree and 2-5 years experience in motion picture of TV program production industry. Call Charles Shultz, SuperStation WTBS-TV, 404-892-1717. EOE.



**IMMEDIATE  
OPENING  
FOR  
MALE CO-HOST**

**SEND RESUME TAPE TO  
MARC ROSEN, PRODUCER  
P.M. MAGAZINE  
WCIA**

**509 S. NEIL ST.  
CHAMPAIGN, IL 61820**

**An Equal Opportunity  
Employer M/F**

#### **PHOTOGRAPHER PM MAGAZINE NEW ORLEANS**

We are one of the top-rated PM Magazines in the country and we are looking for the right person who can help maintain that position. The person selected will be shooting and editing two of our four weekly stories. Magazine experience is required.

Contact:

Richard Akin  
Executive Producer  
WWL Television  
1024 N. Rampart St.  
New Orleans, LA  
70176  
EOE



**For Fast Action Use  
BROADCASTING's  
Classified Advertising**



## TV NEWS PEOPLE

On behalf of our clients, we are looking for experienced anchors, reporters, weathercasters, sportscasters, producers, directors and local origination cable TV producers.

All replies will be kept strictly confidential.

Send videocassette and resume to P. O. Box 900, Fairfax, Virginia 22030.



McHUGH AND HOFFMAN, INC.

### WEATHER FORECASTER

Top 50-s market station seeks personable, knowledgeable professional to do weather segments in area's only hour long early newscast, as well as 11 p.m. newscast. Immediate opening. E.O.E. Resumes to: Box G-214.

### MID-DAY ANCHOR

We just lost our Mid-Day anchor to Philadelphia and once again, we are looking for that talented individual who won't accept anything less than perfection. If you are currently anchoring, or are a strong reporter who aspires to anchor ... send a tape ... resume and salary requirements to Gary Anderson, News Director, WIS-TV, Post Office Box 367, Columbia, SC, 29202. Minority and female applicants are encouraged to apply. An Equal Opportunity Employer.

### PRODUCER DIRECTOR

We are looking for a top newscast director. Three years minimum directing experience required. Must be able to switch and be familiar with ACR-25, electronic graphics and live remotes. Send resume, tape and salary requirements to Rick Stora, WIS-TV, P.O. Box 367, Columbia, SC. No phone calls. An Equal Opportunity Employer.

### NEWS PRODUCER

TOP 20 MARKET SEEKING EXPERIENCED TV NEWS PRODUCER. Experience in News Production should include writing, editing, production with both tape and live shots. The person we are looking for must have energy, imagination, ambition, and the ability to work well with people. Send resume and tape to:

#### WFLA-TV

Richard W. Roberts  
Corporate Personnel Director  
905 East Jackson St.  
Tampa, Florida 33601

An equal opportunity employer m/f

## Help Wanted Management

### STATION/SALES MANAGEMENT

Mid-size network affiliate looking for individual to move into station management with strong sales background. Applicant should have strong experience in people management and budgeting. This group-owner offers excellent growth opportunities. Send resumes to Box G-126. An Equal Opportunity Employer.

### Major Market

West Coast news operation looking for top-notch Assignment Editor to manage large assignment desk operations. We are looking for a proven assignment editor and we are prepared to pay top money. Career advancement insured in a news department containing the best professionals in the market. Box G-120.

## ALLIED FIELDS

### Help Wanted Programing, Production, Others

# Corporate Attorney

Billion dollar media company located in a cosmopolitan upstate New York area is seeking an attorney with 3-5 years corporate legal experience. Exposure to broadcast law and familiarity with new media technology preferred.

As a member of a small corporate legal staff, you will assume significant responsibility for legal support and counsel for a dynamic TV and radio group. You will also have a varied corporate practice, working closely with other staff members and management on acquisitions, antitrust compliance, substantial contract negotiation and financings.

This position offers salary commensurate with experience, plus liberal bonus, stock program, generous company paid benefits and relocation. Please send resume and salary requirements to Box G-196. An equal opportunity employer m/f.

### Television News Anchor

One of the finest broadcast stations in America is looking for an anchor who will continue a tradition of dominance. If you can demonstrate superior communications skills, a track record of professional success and a willingness to work, we will reward you with a compensation package to match your skills.

All inquiries will be held in the strictest of confidence. Please send your resume, and a recent unedited air check to:

Bob Jordan  
New Director  
KTSO-TV  
3415 University Avenue  
St. Paul, MN 55114



## Help Wanted Management

### PRESIDENT/CEO

Board of Directors of non-profit broadcast investment company, specializing in minority applicant investments, is seeking a financially/broadcast experienced individual with leadership capabilities to manage the parent

organization and its MESBIC subsidiary. Minorities and women encouraged to apply. Compensation commensurate with experience. Send resume and salary history to Box G-165.

### DIRECTOR OF MARKETING

Busy position with company producing and syndicating television campaigns promoting radio stations. Considerable experience and familiarity with cross-country markets a must. Travel a necessity. Starts immediately. Call Janine de Peyer or Robert Benderson at (213) 392-8771.

## Help Wanted Technical

### RF Products Engineer (TVRO Equip. Development)

VITALINK COMMUNICATIONS CORPORATION, a well financed privately held company located in Mountain View, Calif. is seeking a Senior RF Development Engineer with recent experience in the design of Microwave Relay or Satellite Up/Downlink equipment (e.g., LNA's, down converters, Audio/Video demodulators). If you have a demonstrated record of achievement in the design and development of the equipment mentioned and are interested in the professional visibility and potential of a small start-up operation we would like to speak to you. For further information call us at (415) 968-LINK or send resume to VITALINK COMMUNICATIONS CORP 1330 Charleston Road, Mt. View, CA 94043.

### DIRECTOR OF ENGINEERING BROADCAST ELECTRONICS, INC.

Outstanding opportunity for a high technology oriented take charge professional with proven management skills to direct the engineering activities of rapidly growing equipment manufacturer. The ideal candidate will have a BSEE or MSEE with broad knowledge and recent experience in managing new product programs in radio or television broadcast products such as audio, digital and RF transmitters.

In addition to an excellent remuneration package, the overall benefit program includes a Profit Sharing Plan. Located in a pleasant midwestern city of 50,000 population, Broadcast Electronics offers an exceptional working environment in a modern headquarters engineering/manufacturing complex.

Please send resume in full confidence to:

**President  
Broadcast Electronics Inc.**

a **FILMWAY** company



**BROADCAST  
ELECTRONICS INC.**

4100 N. 24th STREET, P.O. BOX 3606, QUINCY, IL 62305, (217) 224-9600, TELEX: 25-0142

# BUSINESS AUTOMATION OPENINGS IN BROADCASTING

Harris Broadcast Products Division, a division of Harris Corporation, a state-of-the-art technology, Fortune 500 company, presently has positions available in its Business Automation Sales Department for individuals interested in a career with the front-runner in the Broadcast Industry.

## CUSTOMER SERVICE SPECIALIST-BUSINESS AUTOMATION

Individual would instruct broadcast station personnel in the operation and use of business automation systems hardware and software functions. Software instruction would cover broadcast advertising sales, accounts receivable, and traffic functions and may include accounts payable, payroll, and general ledger functions.

Requirements include a college degree in communications, broadcasting or business with course work in computer programming or operations. Qualified individuals must have 2 years of traffic or accounting experience for a radio television station, possess good oral and written communications skills and be willing to travel 60% of the time.

## BUSINESS AUTOMATION DEVELOPMENT SPECIALIST

Job responsibilities of this position include analyzing problems outlined by Systems Analysts, designing detailed program structures and coding from those designs, verifying program logic, testing and debugging of programs, plus determining courses of computer or program malfunctions.

A college degree in business, computer science or accounting plus a minimum of 18 months of COBOL programming experience required. Individual must be familiar with one or more of the following business automation applications: accounts payable, payroll, general ledger or radio/television traffic. Candidates with experience with the Honeywell Level 6 or equivalent minicomputers will be given preference.

If you are interested in either of these positions and are looking for a challenging career in the broadcasting industry, please send your resume in confidence to: Gary L. Schell, Professional Recruiter, Harris Broadcast Products Division, Harris Corporation, P.O. Box 4290, Quincy, Illinois 62301.



**HARRIS**

An Equal Opportunity Employer Male and Female

## Miscellaneous



### FOR SALE—THE BEST OF PAMS

Dallas Firm is offering 3000 original radio/TV jingle reference tapes produced by PAMS Inc.—1956-1977. Prices being at \$25, including all rights, titles and interests of PAMS Inc. Minimum order \$500. Multi-tracks also available. Contact Mr. Cotten. 214—690-8366.

### "Want To Own a Station?"

Full day, individual seminar for broadcast investors, given to you and your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements, takeover, among the topics. Find out how to buy your next or first station through my personal experience.

Robin B. Martin, President, Deer River Broadcasting Group, Suite 1001, 141 East 44th Street, N.Y. N.Y. 10017 212—599-3303

## Employment Service

### CREATIVE BROADCAST SERVICES AGENCY

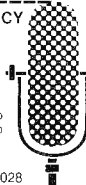
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TALENT AGENCY  
Representing

• Management • Technical • Talent • Sales

Creative represents professionals from coast-to-coast to fill all On & Off Air positions in your company at no charge.

Call: (213) 467-8151

6290 Sunset & Vine, 9th Floor, Hollywood, CA 90028



## Radio Programing

### The MEMORABLE Days of Radio

30-minute programs from the golden age of radio  
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION

...included in each series

Program Distributors

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Jonesboro, Arkansas 72401  
501—972-5884



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A Top Seller  
Call

GLACIER COMMUNICATIONS INC.  
406/873-5411

## Business Opportunity

### Experienced Broadcaster

with capital and strong turn-around track record seeks partners with venture capital to build radio group. Sunrise Associates 25 South 300 East SLC, UT 84111. 801—534-7919.

## Public Notice

### NOTICE OF AVAILABILITY OF A REQUEST FOR PROPOSAL FOR A CABLE COMMUNICATIONS FRANCHISE

The City of Clara City, in the county of Chippewa, Minnesota, invite proposals for a cable communications franchise. A standard proposal form shall be completed and submitted in accordance with the system design and services as specified in the "Request for Proposals" both of which are available from the undersigned. Proposals will be accepted until September 18, 1981. All proposals received will be available for public inspection during normal business hours at the City Clerk's office, 215 First St., N.W., Clara City, Minnesota. Each such proposal shall be accompanied by a \$25,000 non-refundable filing fee payable to the City of Clara City.

## Wanted To Buy Stations

### Wanted to buy

Class C FM with or without AM. Small or medium market in sunbelt. Profit history not important. Box G-27.

### AM/FM or FM Only

Small or medium market in Maryland or Virginia. Box G-187.

## For Sale Stations

### CALIFORNIA

Very profitable full-time regional AM with excellent real estate. Beautiful college city in growth area. \$1,525,000—(\$600,000 down). Good terms on balance.

Charlie Powers, President  
Greentree Group  
Box 68, Moraga, CA 94556  
415—376-2828



**Wilkins  
and Associates**  
Media Brokers

|       |                          |      |        |
|-------|--------------------------|------|--------|
| NY    | FM                       | 635K | Small  |
| MS    | AM&FM                    | 475K | Small  |
| AL    | FM                       | 475K | Small  |
| ID    | Fulltime AM              | 835K | Medium |
| IL    | Fulltime AM              | 725K | Small  |
| South | Potential Gospel Station |      |        |
| SC    | Daytime AM               | 400K | Small  |
| NC    | Daytime AM               | 550K | Small  |
| ND    | AM-Downpayment           | 30K  |        |
| NC    | AM Downpayment           | 25K  |        |
| SC    | AM-Downpayment           | 25K  |        |

109 North Main, 2nd Floor  
Sioux Falls, South Dakota 57102 605/338-1180

## For Sale Stations Continued

### FOR SALE BY OWNER

3000 watt FM in solid Iowa single station market, good sales and cash flow with great potential. Box G-178.

**901/767-7980**

**MILTON Q. FORD & ASSOCIATES**

**MEDIA BROKERS—APPRAISERS**

"Specializing in Sunbelt Broadcast Properties"

5050 Poplar Ave • Suite 816 • Memphis, TN. 38157

700 New Hampshire Ave., N.W. • Watergate South

Suite 1003 • Washington, D.C. 20037

"FM Subcarrier Channels for lease in:

**Detroit  
Kansas City  
San Francisco**

Reply Box G-157.

### For Sale By Owner

Southeast AM/FM combo. Single station market, profitable. Terms to qualified buyer. \$100,000 down.

Box G-210

### NEED TO SELL

Small mit. 1 kw daytime with PSA, in mid Ky. with good potential. \$175 K, cash. Box G-206.

### Fast growing

Midwest 5 kw AM day and Class A FM combo—\$750,000. New studios & equip. Plus extensive real estate. Reply Box G-203.

**THE  
KEITH W. HORTON  
COMPANY, INC.**

For prompt service  
contact

Home Office: P.O. Box 948  
Elmira, N.Y. 14902  
24 hr Phone: (607)733-7138

Bob Kimel's office:  
P.O. Box 270,  
St. Albans, VT 05478  
24 hr Phone: (802)524-5963

Brokers and Consultants



## For Sale Stations Continued

### SELL OR BUY A RADIO STATION

- More than 40 listings nationwide in AL, AK, AZ, AR, CA, FL, GA, IL, KY, MD, MI, MO, NC, OH, OK, SC, TN, TX, WV.
- Inquiries and details confidential.

**BUSINESS BROKER ASSOCIATES**  
(615) 756-7635 (24 hours)

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AT YOUR SERVICE WITH OVER 20 YEARS EXPERIENCE

**RICHARD A. SHAHEEN, INC.**  
435 NORTH MICHIGAN AVE. • CHICAGO 60611

**312/467-0040**



10,000 watt DA-D. Fantastic Mkt., potential \$470,000; Daytimer w/Fulltime Grant-Positive Cash Flow \$443,000; Daytimer w/Suburban Location. Potential. Terms \$320,000.

**EDEN BROADCAST SERVICES**  
P.O. Box 647, Eden, N.C. 27288  
919/623-3000

### WALKER MEDIA & MANAGEMENT, INC.

William L. Walker  
President

Suite 417, 1730 Rhode Island Avenue, N.W.  
Washington, D.C. 20036  
(202) 223-1553

**Brokers-Consultants-Appraisers**

## CHAPMAN ASSOCIATES® media brokerage service

### STATION

### CONTACT

|    |        |          |         |        |               |                |
|----|--------|----------|---------|--------|---------------|----------------|
| MW | Small  | FM       | \$295K  | Cash   | Paul Crowder  | (615) 298-4986 |
| S  | Small  | Fulltime | \$300K  | Terms  | Bill Cate     | (904) 893-6471 |
| SE | Small  | AM       | \$305K  | Terms  | Bob Thorburn  | (404) 458-9226 |
| S  | Small  | AM       | \$375K  | 29%    | Ernie Pearce  | (404) 458-9226 |
| W  | Small  | FM       | \$500K  | \$130K | Ray Stanfield | (213) 363-5764 |
| MW | Small  | FM       | \$525K  | Cash   | Paul Crowder  | (615) 298-4986 |
| E  | Suburb | Fulltime | \$230K  | \$67K  | Jim Mackin    | (207) 623-1874 |
| S  | Metro  | FM       | \$1300K | \$780K | Bill Cate     | (904) 893-6471 |

To receive offerings of stations within the areas of your interest, or to sell, contact John Emery, Mktg. Mgr., Chapman Company Inc., 1835 Savoy Dr., N.E., Atlanta, Ga. 30341. 404-458-9226.

### Dan Hayslett

& associates, inc.

**dh**

**Media Brokers**  
**RADIO, TV, and CATV**  
**(214) 691-2076**

11311 N. Central Expressway • Dallas, Texas

### FOR SALE BY OWNER

AM-FM Combination in Ohio Small Market. Price: \$750,000. Both stations have great engineering expansion potential. Reply Box G-201.

### H.B. La Rue, Media Broker

RADIO • TV • CATV APPRAISALS

West Coast:

44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750

East Coast:

500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

### Florida, 1000 KW-AM Daytimer (Needs Owner/Operator)

Central Florida off I-4, population area 400,000, center dial, valuable real estate included, excellent financing. Minimum cash required for right management team. Call David Hill 312-963-2812.

### APPRAISALS

Over twenty years of service to Broadcasting  
Appraisals • Brokerage • Analysis  
Westgate Mall, Bethlehem, PA 18017  
215-865-3775

**THE HOLT CORPORATION**

### Michigan Daytimer

University Town Diversified Industry.  
400,000 — Terms  
Box G-183

## BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.  
(Billing charge to stations and firms: \$2.00).

When placing an ad, indicate the EXACT category desired: Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Copy must be submitted in writing. (No telephone copy accepted.)

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

**Rates:** Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. *Blind Box* numbers: \$2.00 per issue.

**Rates:** Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.



# Fates & Fortunes®

## Media

**Gerald Hroblak**, VP, United Broadcasting, Bethesda, Md.-based station group, named board chairman, president and treasurer, succeeding late Richard Eaton ("Fates & Fortunes," June 8). United is licensee of five AM's, four FM's and two TV stations. United lost two AM licensees, WFAB(AM) Miami and WOOK(AM) Washington, and other Washington station WOOK(FM) has been designated for comparative renewal hearing.



Hroblak



Swanson

**Dennis Swanson**, news director, KABC-TV Los Angeles, named station manager.

**Joseph Ahern**, general sales manager, WABC-TV New York, named station manager of co-owned WLS-TV Chicago, succeeding Bill Fyffe, named VP-general manager of WABC-TV (BROADCASTING, Jan. 12).

**Dale Wright**, president-general manager, WMAR-TV Baltimore, leaves after 17 years with station. Wright's departure from station was called "mutual understanding," by WMAR-TV officials. Neither Wright's future plans nor successor was announced.

**Robert White**, news director, WXYZ-TV Detroit, named to new post of station manager.

**Stuart Swartz**, station manager of United Television's KMSP-TV St. Paul, named VP-general manager. **Garth Lindsey**, VP of finance and business administration, United Television, Minneapolis-based licensee of three TV stations, named VP-chief financial officer. **Thomas Muir**, controller, UTV, named controller-treasurer.

**Stan Weisberger**, account executive, KXOA-AM-FM Sacramento, Calif., joins KBET(AM) Reno, as VP-general manager.

**Joseph Conway**, executive VP, Appalachian Broadcasting Corp., licensee of WCYB-TV Bristol, Va., named general manager of station. He succeeds **Robert Smith Sr.**, who will remain president and chief executive officer of Appalachian.

**John Marin**, general manager, KRE(AM)-KBLX(FM) Berkeley, Calif., joins KMPX(FM) San Francisco, in same capacity.

**Marita Rivero**, former producer, noncommercial WGBH-TV Boston, joins noncommercial WPFM(FM) Washington as general manager.

**Michael Byrd**, sales manager, KLVH(AM) Beaumont, Tex., named general manager.

**Bruce Smith**, head of own advertising firm,

### Mississippi broadcaster goes to Washington.

Joining the ranks of other broadcasters on the Hill (BROADCASTING, Nov. 24 and Dec. 1, 1980), is the new Democratic congressman from Mississippi, Wayne Dowdy. Dowdy, an attorney and former mayor of McComb, Miss., is part owner of four radio stations. He was elected July 7 in a special election for the 4th congressional seat, left vacant by Republican Jon C. Hinson. Hinson resigned in April in the wake of a sex scandal, involving himself and a male clerk from the Library of Congress. The 37-year-old Dowdy owns 33% of WAKK(AM) McComb, 30% of WKY(FM) Pascagoula, Miss., and 25% of WMLT(AM)-WQZY(FM) Dublin, Ga., of which he is president, and his father, Charles, and brother, Morgan, also hold an interest in. Charles and Morgan Dowdy are also owners of WROA(AM)-WZKX(FM) Gulfport, Miss. The Mississippi democrat has, along with other investors, applied for construction permits for an FM in Harrison, Ark., and an FM in McComb. According to a spokesman in Dowdy's office he spent between \$75,000 to \$100,000 in radio and TV ads to defeat his Republican challenger, Liles Williams. The spokesman also noted that the majority of those funds were used for TV ads. Concerning the issue of the deregulation of the broadcasting industry, Dowdy's spokesman, said the congressman was in favor of less regulation in all business areas, but didn't comment specifically on the deregulation of broadcasting. Dowdy has not decided which committee assignments he will seek.



Smith, Weathersby & Associates, Little Rock, Ark., joins KTUL-TV Tulsa, Okla., as station manager.

**Jack Porray**, general sales manager, KTVN(TV) Reno, named station manager.

**Lyn Stoyer**, executive VP-general manager, KTIV(TV) Sioux City, Iowa, joins WIVB-TV Buffalo, N.Y., as station manager.

**Clifton Conley**, general sales manager, WFTV(TV) Orlando, Fla., assumes additional duties as assistant manager of station.

**Phil Zachary**, program director, WQUE(FM) New Orleans, named director of operations for licensee, Insilco Broadcast Group of Louisiana, also licensee of WGSO(AM) there.

**Bob Frisch**, general sales manager, WGIR-AM-FM Manchester, N.H., named station manager.

**Robert Benyi**, labor relations manager, WDIV(TV) Detroit, joins Evening News Association, Detroit-based media group, as administrative manager of its broadcast division, which includes: WWJ-AM-FM Detroit; WDIV-TV Washington; KTVY(TV) Oklahoma City; WALA-TV Mobile, Ala. KVUE(TV) Austin, Tex., and KOLD-TV Tucson, Ariz. He succeeds **Franklin Sisson**, who retires after more than 20 years with ENA.

**George Lipper**, general manager, KDTH(AM)-KFMD(FM) Dubuque, Iowa, named chairman of corporate acquisition/expansion, for parent, Woodward Communications there.

**Angela Petillo**, from Dino De Laurentis Corp., Los Angeles, joins ABC Television there as associate program attorney.

**Julian Goodman**, former NBC president (1966-74) and board chairman (1974-78), and currently director of Gannett, nationwide media conglomerate, elected to board of directors of Gulf Oil Corp.

**Jim Robinson**, customer service representa-

tive, Northern Cablevision's St. Cloud (Minn.) cable television system, named manager.

## Unda-USA



Announces

16th Annual  
**GABRIEL AWARDS**

for programs which creatively  
treat issues concerning  
human values.

36 Categories for local and national  
programs, plus Stalin of the Year and  
Personal Achievement Awards.

Deadline for entries — Sept 1, 1981

For information, contact:

**GABRIEL AWARDS**

136 West Georgia Street

Indianapolis, IN 46225

317-635-3586

Charles J. Schisla, Chairman



**Six-foot sandwich salute.** Richard Shiben (l), chief of the FCC's Broadcast Bureau was presented a six-foot hero sandwich from the *Ada Report*, as its "Hero of the Month." The *Ada Report*, a humorous newsletter published by Amway Corp., (parent of Mutual Broadcasting), honored Shiben for his efforts in successfully fighting a lower court decision that would have required the FCC to regulate local radio station program formats (BROADCASTING, March 30). Presenting the sandwich is Amway president and co-founder Rich DeVos (r).

**Kathleen Padula**, from Sammons Communications, Dallas-based cable television operator, joins Tampa Cable Television, subsidiary of Mahwah, N.J., MSO, Tribune Company Cable, (one of six firms seeking Tampa franchise), as franchise director.

**Valerie Hutchinson**, marketing administrator, Hallmark Cards, Atlanta, joins Coaxial Communications as marketing coordinator for its cable television systems in Temple Terrace and Hillsborough county, both Florida. Hutchinson is responsible for coordinating ongoing marketing programs for the two systems and for securing right of entry agreements to provide cable service to apartments.

## Advertising

**Fredric Zipkes**, creative director for Benton & Bowles's Dallas and Houston offices, named senior VP. **Cynthia Williams**, account supervisor, B&B, New York, named VP.

**Bruce McRitchie**, senior VP-management supervisor, Kenyon & Eckhardt, Detroit, joins Grey Advertising there as senior VP and general manager of Detroit office. **Harold E. (Bud) Allen**, VP-management supervisor, Grey Advertising, Detroit, named VP and deputy general manager of Detroit office. **Paula Hendricks**, **Carolyn Carter** and **Matthew DeSimone**, account supervisors, Grey Advertising, New York, named VP's.

**E. Donald Challis**, with McCann-Erickson, Atlanta, named senior VP-management representative for New York office. **David Ganz**, account executive, McCann-Erickson, New York, named account supervisor. **Robert Rosenthal**, assistant account executive, McCann-Erickson, New York, and **John Haynes**, with BBDO, New York, named account executives for McCann-Erickson there.

**Linda Stack** and **Dan Cole**, account supervisors, D'Arcy-MacManus & Masius, New York, named VP's. **J. Kelly McKnight**, writer, Northlich, Stolley, Cincinnati advertising firm, joins DM&M, St. Louis, in same capacity.

Named associate creative directors, Needham, Harper & Steers, New York: **Alan Fraser**, VP-group creative director; **David Cantor**, VP-senior copywriter, and **Neil Leinwohl**, VP-executive art director.

**Alice Gore**, senior media buyer, Weightman Advertising, Philadelphia, retires after 30 years with firm.



Hall

Los Angeles as general sales manager.

**Joe Orso**, director of sales, KMOX-TV St. Louis, joins co-owned WBBM-TV Chicago in same capacity.

**Paul Saltin**, national sales manager, KOKH-TV Oklahoma City, named general sales manager.

**Terry Rodda**, sales manager, WLS(AM) Chicago, joins KSRR(FM) Houston in same capacity.

**Judy Langley**, national sales manager, WBZ(AM) Boston, joins co-owned KOSI-FM Denver as general sales manager.

**Jack Shaver**, general sales manager, WJHL-TV Johnson City, Tenn., joins WCYB-TV Bristol, Va., in same capacity.

**Walter Wood**, general manager, KYKN(FM) Grants, N.M., joins KDCE(AM) Espanola, N.M., as general sales manager.

**Bruce Fleming**, general sales manager, WANX-TV Atlanta, named national sales manager. **Robert Stroud**, from WSB-TV Atlanta, joins WANX-TV as local sales manager. **Judy Hippler**, account executive, WANX-TV, named sales development manager.

**Larry Leese**, local sales manager, WBNS-TV Columbus, Ohio, joins co-owned WTHR(TV) Indianapolis as national sales manager.

**Carolyn Greene**, account executive, WGN-TV Chicago, joins WLS-TV there as account executive-retail specialist.

**Paul Agase**, branch manager, Elizabeth Israel Advertising, San Francisco, joins WIND(AM)

**Kenneth Hall**, director of sales for CBS's KNXT(TV) Los Angeles, named VP, sales, CBS-Owned Television Stations, New York, succeeding **Thoren Schroeck**, who is pursuing other business interests.

**Len Spagnoletti**, national sales manager, KGO-TV San Francisco, joins co-owned KABC-TV

Chicago as account executive.

## Programing

**Bill Novodor**, in charge of movies and mini-series, Time-Life Productions, Los Angeles, joins Metromedia Producers Corp. there as VP.

**Earle Marsh**, head of special projects department, national research, CBS, New York, joins Showtime there as VP-research.

**Lynn Loring**, VP-creative affairs, Aaron Spelling Productions, Los Angeles, named VP of program development and talent.

**Maury Lanken**, from Columbia Pictures Television, Atlanta and **Bruce Genter**, from Rhodes Productions, Dallas, join Lorimar Television Distribution, as VP's-regional sales managers in Atlanta and Dallas, respectively.

**Marvin Usevich**, director of feature packages, Columbia Pictures Television Distribution, Los Angeles, joins Polygram Television there as director of feature marketing. **Stanley Moldow**, director of special projects and technical services, Taft, H.B. International New York, joins Polygram Television there as director of sales operations.

**Jan Sundberg**, staff attorney, ABC, Inc., New York, named director of program coordination and assistant to senior VP, ABC Sports.

**Dick Stone**, Northeast regional director, Home Box Office, New York, named Southwestern regional director, based in Los Angeles.

**Jennifer Alward**, manager, late-night program development, CBS Entertainment, Los Angeles, named director, late-night program development.

**Frank Brill**, independent producer, based in Los Angeles, joins Group W's *The John Davidson Show* there as executive producer.

**John Patt**, director of sales, NBC Radio Network and The Source, New York, joins Narwood Productions there as director of marketing.

**Linda Glovitz**, freelance producer based in New York, joins Teletronics there as commercial sales account executive. Teletronics is post-production arm of Video Corp. of America.

**Charles E. Morris**, part-time air personality, WLPA(AM) Lancaster, Pa., joins Heil Enterprises, Lancaster, syndicator of radio series, *The Gospel Greats*, and other radio programs as director of marketing.

**Mary-Jane Snyder**, senior counsel and director of legal affairs, Fox Telecommunications, Los Angeles, subsidiary of 20th Century-Fox, named senior director of business affairs responsible for negotiations for pay TV and home video agreements for Fox and its subsidiary, Magnetic Video. Former Secretary of State **Henry Kissinger** and Washington attorney **Edward Bennett Williams** join board of directors of 20th Century-Fox Film Corp., Los Angeles.

**Rick Bieber**, negotiator, business affairs, NBC-TV, New York, named director of program acquisitions, business affairs. **James Brock**, negotiator of business affairs, NBC-TV, New York, named director of business affairs, prime-time programing. **June Baldwin**, senior contracts attorney, NBC-TV, New York, named associate director of business affairs.

**Melody Borman**, sales representative, Ferco



**Autry at the altar.** Gene Autry, 74, former radio, TV and movie star famous for his singing cowboy role and principal owner of Golden West Broadcasters, Los Angeles-based station group, married Jacqueline Ellam July 19 in Burbank, Calif. The marriage is Autry's second; his first wife, Ina Mae, died a year ago. The couple was married at the First United Methodist Church in Burbank. Mrs. Autry, 39, is a vice president of a Security Pacific National Bank in Cathedral Springs, Calif., near Palm Springs, where Autry has a home. The couple is said to have met 15 years ago. Pat Buttram, who played Autry's comic sidekick in many of his movies and TV series, attended the ceremony which was described as quiet and small. Golden West owns five AM's, three FM's and two TV's.

Motion Picture Equipment Rental, San Francisco, joins Cine Rent West, a division of Snazelle Film and Tape, based in San Francisco, as facilities coordinator. Cine Rent West provides equipment, crews and production services for feature films, commercials and industrial films.

**E. Karl**, VP-general manager of Sunbelt Broadcasting's program consultants, The Research Group, Menlo Park, Calif., joins parent, Sunbelt Broadcasting there, as senior VP, in charge of programing for Sunbelt-owned radio stations and its new satellite network, Transtar.



Kelly

**Frank Kelly**, executive producer, KABC-TV Los Angeles, named program director, succeeding Tom Van Amburg, who was acting program director and general sales manager until his appointment as VP-general manager ("Fates & Fortunes," June 29).

**Shirley Frederick**, director of operations and programing, WKW-TV Cleveland, joins KMGH-TV Denver as program director.

**Steven Tatsukawa**, administrative director-executive producer, Visual Communications Inc., Los Angeles production company, joins noncommercial KCET(TV) there as manager of program development.

**Lisa Rosner Uhlmann**, senior producer, KATU(TV) Portland, Ore., joins KOMO-TV Seattle as associate producer of *PM Northwest*.

**David Moon**, director, WTVD(TV) Durham, N.C., joins WPTF-TV there as commercial producer.

**Bruce Bradley**, air personality, WBZ-FM Boston, joins WYNY-FM New York, in same capacity.

## News and Public Affairs



Ober

**Eric Ober**, news director, CBS-owned WBBM-TV Chicago, named VP, news for CBS-Owned Television Stations, New York. Ober succeeds Ron Tindiglia, named VP-station manager of CBS's KNXT(TV) Los Angeles (BROADCASTING, March 2). **Frank Gerdner**, news director, WMC-TV Memphis, joins WBBM-

TV as Ober's successor.

**Terry Crofoot**, assistant news director, KABC-TV Los Angeles, named news director. He succeeds **Dennis Swanson**, named station manager (see "Media," above).

**Irwin Safchik**, news director, KNBC(TV) Los Angeles, joins KNXT(TV) there as producer of *Channel Two News at Six*.

**Sam Hall**, news director, WNEW(AM) New York, joins RKO Two Radio Network there as news manager. RKO Two goes on air Sept. 1, and will provide newscasts and news features.

**Ed Pearce**, news director, KTVN(TV) Reno, named director of news and information programing. Pearce's new duties include administration of station's two magazine programs, special events programing and news and public affairs.

**Mark Scheerer**, news director, WMMR(FM) Philadelphia, joins WMET(FM) Chicago in same capacity.

# The Tanner Musical Spectrum

The TANNER MUSICAL SPECTRUM offers a Rainbow of Programming Services for automated and live assist stations.

RED SATIN ROCK has the big hits.  
BRIGHT BLUE is Adult Contemporary or MOR.  
SONSHINE brings you MOR Christian programming.  
TANNER COUNTRY goes from city streets to country roads.

For the pot of gold at the end of the Rainbow, call Dick Denham person-to-person collect at (901) 320-4433.

**WILLIAM B. TANNER**  
COMPANY, INC.

**RTNDA elections.** Regional directors for the Radio-Television News Directors Association, Washington, have been elected. Newly elected to two-year terms: **Brian Jennings**, KXL(AM) Portland, Ore., responsible for Alaska, Oregon, Washington, Idaho and Montana; **Fred Zehnder**, KTVU(TV) Oakland, Calif., responsible for California, Hawaii, Nevada and Arizona, and **John Hultman**, WBBM(AM) Chicago, responsible for Illinois and Indiana. Incumbents re-elected to two-year terms: **Pete Williams**, KTWO-AM-TV Casper, Wyo., representing Wyoming, Colorado, New Mexico and Utah; **Rick Diaz**, KRGV-TV Weslaco, Tex., representing Texas and Oklahoma; **Norm Schrader**, WDAY-AM-FM-TV Fargo, N.D., representing North and South Dakota, Minnesota and Wisconsin; **Richard Gallagher**, WCAX-TV Burlington, Vt., representing New England. Incumbents re-elected to one-year terms: **Neil Carmean**, WTVG-TV Toledo, Ohio, responsible for Ohio, Michigan and West Virginia; **Ken Kurtz**, WKYT(TV) Lexington, Ky., responsible for Kentucky and Tennessee, and **Bob Cain**, WGBS(AM) Miami, responsible for North and South Carolina, Georgia, Florida and Puerto Rico.

**Tom Rosenbaum**, assistant news director, WXYZ-TV Detroit, named news director, succeeding **Robert White**, named station manager (see "Media," above).

**Gary Forseth**, news director, WOWO(AM) Fort Wayne, Ind., joins co-owned KDKA(AM) Pittsburgh in same capacity. **Victor Locke**, morning news anchor, WOWO, succeeds Forseth there.

**Bud Lockhart**, news director, KZFM(FM) Corpus Christi, Tex., named manager of news operations for co-owned KEYS(AM) and KZFM. **Rick Breckenridge**, news editor, KZTV(TV) Corpus Christi, joins KEYS as news director.

**Jim Loney**, news director, WKWF(AM) Key West, Fla., joins WUIS(FM) there in same capacity.

**Carol Nolan**, freelance producer based in New York, joins ABC News *Nightline* there as associate producer.

**Robert Scott**, from KZAM(AM) Seattle, joins KXA(AM)-KYYX(FM) there as morning news anchor.

**Walterene Swanston**, VP-project development and management for Children's Television International, Falls Church, Va.-based production company, joins WPVM-TV Washington as assignment editor.

**Katherine Smith**, general assignment reporter, WFRV-TV Green Bay, Wis., named lakeshore reporter. **Don Burich**, staff photographer and assistant sports director, KRYR-TV Bismark, N.D., joins WFRV-TV as reporter-photographer.

## Technology



Goldstein



Johnson

**Irving Goldstein**, senior VP of international communications services for Communications Satellite Corp.'s World Systems Division, Washington, named to newly created post of president of Satellite Television Corp., Comsat's direct-broadcast-satellite subsidiary there. He succeeds **John A. Johnson**, chairman of STC, who retires, but remains as consultant and STC board member. Goldstein, 43, joined Comsat's general counsel's office in 1966 after three years with FCC.

**Elizabeth Robertson**, manager of transmissions, Mutual Broadcasting System's satellite distribution system, based in Arlington, Va., joins RKO Radio Networks, New York, as operations manager of engineering.

**Salvatore Yorks**, headend technical supervisor and outside plant supervisor, Syracuse (N.Y.) Cable System, joins Magnavox CATV Systems, Manlius, N.Y., as field service engineer.

Appointments, Ampex Audio-Video Systems Division: **Gareth Nelson**, national sales manager, Orange County Electronics International, Minneapolis, to audio sales engineer for Midwest, based in Arlington Heights, Ill.; **James Walsh**, regional manager, Delcom Corp., St. Louis, to audio and video sales engineer for Midwest, based in Arlington Heights; and **Richard Lipson**, chief engineer, WLVI-TV Boston, to video sales engineer for Northeast, based in Hackensack, N.J.

**Lee Ullmann**, project manager in charge of earth station installations, Wold Communications, Los Angeles, named director of operations, responsible for nationwide earth station installation project and all of Wold Communications's technical facilities.

**Dennis Nelson**, acting sales manager for government sales group, Fernseh Inc., Salt Lake City-based manufacturer of television products including studio and portable cameras, broadcast videotape recorders, and telecine equipment, assumes additional duties as contract administrator.

**H. Gary Vandemark**, manager of programs, California Microwave, Sunnyvale, Calif., named director of programs for company's satellite communications division. Vandemark will be responsible for customer relations of all ongoing programs.

**Eugene (Ken) Nealy**, chief engineer, KYW(AM) Philadelphia, joins co-owned WINS(AM) New York in same capacity.

**Ron Enas**, chief engineer for American Television & Communications Corp.'s Rochester, N.Y., cable system, named to same post at ATC's Indianapolis system, American Cablevision of Indianapolis.

**Jim Beery**, chief maintenance engineer, WIOD(AM)-WAIA(FM) Miami, named chief engineer.

## Promotion and PR

**Paul Farmer**, manager of public information, RCA American Communications, East Princeton, N.J., joins Robert Wold Co., Los Angeles, as director of advertising and promotion.

**Bill Arnall**, with KOAM-TV Pittsburgh, Kan., named promotion and community affairs assistant.

**Ginger Hoy**, recent graduate, University of California, Berkeley, joins KCBS(AM) San Francisco, as promotion assistant.

**Mady Culhane**, copywriter, Salesvertising Art, Denver, advertising firm, joins KOSI-FM there as promotion-public affairs manager.

**Mitchell Praver**, assistant manager of audience information, ABC-TV, New York, named press information writer for ABC's WABC-TV there.

**Jeanne Kosek**, news promotion specialist, KSTP-TV St. Paul, Minn., named promotion manager.

**Robert Guelich**, VP, public relations, Montgomery Ward & Co., Chicago, joins Hill & Knowlton there as senior consultant.

## Allied Fields

Named VP's, SESAC: **Nicholas Arcomano**, legal counsel, based in New York; **Diane Petty**, director of country music, based in Nashville, and **Jim Black**, director of gospel music, based in Nashville. **Kathy Cooney**, administrator, SESAC's Los Angeles office, named director of West Coast division there.

**Harry Warner**, from Jerry Reed Enterprises, Nashville-based entertainment company, joins Broadcast Music Inc. there as director of writer administration.

**Robert Geline**, general assignment correspondent, *Time*, New York, joins NBC, Los Angeles, as director of Teletext-NBC, which will be run on NBC's KNBC(TV) Los Angeles.

**Dale Hatfield**, acting administrator of National Telecommunications and Information Administration, Washington, named deputy assistant secretary of commerce for communications and information. He had been acting administrator pending the confirmation of Bernard Wunder Jr., as assistant secretary of commerce for communications and information (BROADCASTING, June 15).

**Chris Flor**, manager of financial planning, WGN Continental Broadcasting, Chicago, joins Heller-Oak Communications Finance Corp. there as associate VP. He will be responsible for new business activities and overseeing client processing for firm's cable, AM/FM radio, and VHF/UHF television finance transactions.

**J. Geoffrey Bentley**, from Covington & Burling, Washington communications law firm; **Ernest Sanchez**, general counsel, National Public Radio, Washington, and **Howard Liberman**, from Cohn & Marks, Washington communications law firm, form Washington communications law firm of Liberman, Sanchez & Bentley.

**Michael Zeko**, producer, news magazine, *Channel Seven Special Report*, WXYZ-TV Detroit, leaves to form own media and cable consulting firm, Michael Zeko & Associates, Southfield, Mich.

## Deaths

**Victor Rugh**, 74, former news director, KOMY(AM) Watsonville, Calif., died July 8 there. He had heart ailment. Rugh retired from KOMY in 1972. He is survived by his wife, Gene, three daughters and son.

## Marbut of Harte-Hanks: a diversified background to head a diversified firm

Eleven years ago next month, Georgia-born Bob Marbut found the eyes of Texas were upon him.

The owners of Harte-Hanks Newspapers beckoned to him to be vice president of a company they felt was in need of transformation. Not that they had not already had success: Since the company's inception after World War I it had grown, as a family business, to include 11 dailies, three weeklies and one TV station, operating mainly within the borders of Texas.

Then in 1969, Harte-Hanks perceived greater opportunities in the changing world of media. It set a goal of becoming a national, publicly held company that would venture into new fields. That was the prelude to Marbut's arrival in 1970 as a key member of the new team, and to his ascension, in less than a year, to president and chief executive officer of Harte-Hanks.

During his tenure, the San Antonio-based diversified communications company has expanded into 27 states. It now publishes 30 daily and 69 nondaily publications. It operates four TV stations, 11 radio stations and 10 cable TV franchises. In addition, Harte-Hanks is involved in direct mail and publication distribution systems that have the capability of reaching 22 million homes, as well as trade publishing, commercial printing, marketing research and entertainment production.

Back in the late 50's, Marbut says, "I never thought to make a living in this field. I started out at Georgia Tech to be an architect, but switched to industrial engineering."

A bent for journalism then became part of Marbut's future mold: "I was editor at Tech of the newspaper there. I liked to write ... but [at the time] the editorial side, not the business side, attracted me. And it was more of a hobby then."

That editorial hobby assumed more practical proportions after graduation, a short term with Standard Oil as an engineer, and a three-year stint with the Air Force.

"I decided to go back to school for additional training in management and general business at Harvard Business School," he recalls. "And again I edited a student publication, mostly to make money to pay for my education."

This meld of schooling, hobbies and experience relaunched Marbut into the outside business world.

"It was a fluke really," he laughs. "I had unusual qualifications and Copley News-



Robert Gordon Marbut—president and chief executive officer, Harte-Hanks Communications Inc., San Antonio, Tex.; b. Athens, Ga., April 11, 1935; BS, industrial engineering, Georgia Institute of Technology, 1957; Esso Standard Oil (Exxon) as engineer and later as computer programmer and business systems analyst, 1957-58; U.S. Air Force as line aircraft maintenance engineer in Strategic Air Command, 1958-61; MBA, Harvard Business School, 1963; Copley Newspapers, becoming corporate director of engineering and plans, 1963-70; vice president and a director of Harte-Hanks, 1970, assuming present position in June 1971; m. Vesta Brue July 1980; children (by previous marriage)—Robert Jr., 21; Laura, 20; Michael, 17.

papers of California was looking for someone with a rather strange background to help introduce some of the automation that was coming along in 1962 and 1963. The computer was just then being used to help newspapers in a production sense."

"They also were looking for someone who could build a building for them and who had had some exposure to labor relations because of the automation involved."

[Marbut's background in the last-named area included co-authorship of a book, "Creative Approaches to Collective Bargaining," written during his Harvard days and published in 1965 by Prentice-Hall.]

"The combination of having been an editor, having started out as an architect, having an engineering degree, having labor-relations exposure and computer experience meant that—by default—I was the only one at Harvard who literally had the background. And because of that, they were very persuasive."

The Copley years further honed Marbut's skills and enhanced a desire to seek new horizons for Harte-Hanks and for himself in 1970.

The change inaugurated an era of expansion for the Texas company and increasingly involved Marbut in outside commitments.

One demanding outside undertaking has been with the American Newspaper Publishers Association, of which he is a board member, past chairman of the ANPA Task Force for Future Planning and chairman of the ANPA Telecommunications Committee. Just last month he was highly visible on Capitol Hill, testifying before the Senate Commerce Committee on legislation (S. 898) that will affect competition within the telecommunications industry.

Additions to the list of Marbut's outside assignments include service on The Associated Press board of directors, various posts with the Newspaper Advertising Bureau including chairmanship of its Satellite Network Committee, and chairmanship of the steering committee for the newspaper industry's Satellite Facsimile Network project.

And that does not include activity with regional, state and local groups in business, education and charity.

Larry Franklin, Harte-Hanks executive vice president, is well qualified to explain Marbut's ability to run so fast and so successfully. Franklin joined the company in 1971 and is a familiar sight alongside Marbut in countless forums.

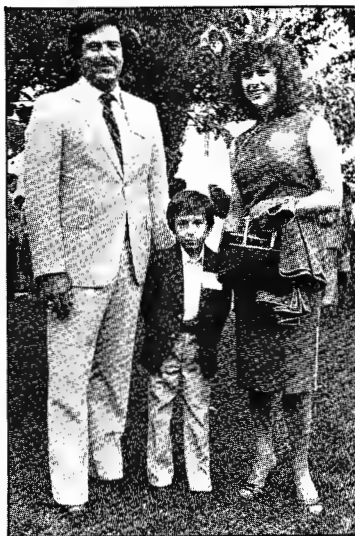
"Bob is creative and an innovator," Franklin points out. "We think his vision is one of our company's significant strengths. He leads by example and doesn't ask anyone to do anything that he doesn't do himself. He sets a climate for the company of high expectation, high commitment, a high sense of urgency and a sense of team."

"Bob has unusual skills in getting a large number of people involved in key decisions that impact the company—not only today but in the longer term. Then he holds those people accountable. That attracts and keeps high quality people."

Marbut's pace limits his leisure activity. However, to keep in shape, he has been jogging regularly for 14 years and plays tennis when time permits. In addition, he likes movies and often listens to classical music while working.

But few things satisfy Bob Marbut as much as advancing the fortunes of an enterprise that began in 1921 with a handshake by neighboring Southwest Texas publishers, Houston Harte and Bernard Hanks, and is now traded with other major U.S. corporations on the New York Stock Exchange.

FCC Commissioner-designate **Henry M. Rivera** was one of four New Mexico residents receiving presidential appointments who were **honored at reception given by New Mexico State Society**, in courtyard of Russell Senate Office Building, on Thursday. Rivera is shown with his wife, Catherine, and six-year-old son, Henry II. Rivera, who had confirmation hearing before Senate Commerce Committee last week (see page 32), expects to be sworn in on Aug. 10, in Albuquerque, by FCC Chairman Mark S. Fowler, and plans to be on job by Sept. 1. Moving and shutting down law practice will occupy most of August. Rivera has already selected three persons for his personal staff, all of them currently with the FCC—Edmund Cardona, current chief of Industry EEO and Minority Enterprise Division of Office of Public Affairs, who will be special assistant; Celia Nogales, research specialist in Office of Public Affairs, will be research/administrative assistant, and Delores Browder, secretary of Office of Public Affairs, who will assume similar post in Rivera's office.



When next year's *NBC Nightly News* co-anchor Tom Brokaw takes three-week August vacation from current "Today" show job, NBC News correspondents **John Palmer, Bob Kur, Bob Jamieson and Chris Wallace** will be auditioning as his replacement. Steve Friedman, *Today* executive producer, said NBC is looking to fill slot in-house and that there are other possible candidates beyond these four to team with Jane Pauley who is expected to remain. Most speculation now centers on Wallace for job but NBC has plenty of time to make up mind; Brokaw, who joins *Nightly News* in April, will be with *Today* until end of this year.

**NATPE International** has come up with revised—and considerably lower—**exhibition fees** for annual conference: in "range and neighborhood" of \$4 per square foot in hall and \$2 in hotel suites. Exact figures still are being worked out, according to Executive Director George Back, and if changed, could be "little higher than \$4" and "little less than \$2." NATPE's first attempt at establishing rates last month, \$6 in hall and \$5 in suites—had exhibitors steaming ("Closed Circuit," July 20).

**National Christian Network met FCC's July 16 deadline** for interim **DBS applications**. (BROADCASTING, July 20), but FCC's Office of Plans and Policy didn't get copy until next day. Filing had gotten lost in FCC mail. Nonetheless, NCN, Cocoa, Fla.-based cable programming venture headed by Ray Kassiss, is now **FCC's 14th DBS applicant**. NCN has asked for four satellites (one per time zone) with three transponders aboard each. Two of transponders are dedicated to television and third will be used for audio programming. NCN intends to beam two television channels through each video transponder and thus offer four full television services nationwide. First channel will consist of the same type of open access religious programming NCN now beams to cable systems via Comstar I/II, transponder 4V. Second channel will be devoted to open access cultural, educational and public service programming, third to old movies and fourth will be "specialty channel," including children's programming. Audio transponder will be divided into 30 channels. All programming—video and audio—will be free, supported by advertising, donations and grants.

**Moral Majority** has prepared four public service television spots discussing **First Amendment freedoms** of speech and religion. Spots were designed in response to those produced and distributed by Norman Lear's People for the American Way which point up Americans' penchant for debate. Those spots, in turn, were designed to counter what PAW regards as effort on part of religious fundamentalists to suppress views with which they disagree. Moral Majority was not mentioned, but that organization contends that spots were aimed at it and its president, Rev. Jerry Falwell. As result, it prepared its spots for distribution to all television stations in country, particularly those running PAW spots. It says "another perspective is needed on the First Amendment"—that Constitution guarantees freedom of religion as well as of speech. Spots feature Falwell and Moral Majority's vice president for communications, Cal Thomas.

**Canadian Radio-Television and Telecommunications Commission's** call last April for applications to provide **subscription television and pay cable** services in that country drew **54 responses** last week. Details of applications will not be available until CRTC staff completes preliminary review. Among applicants was CTVA Communications Corp., joint venture of CTV and TVA, country's two largest commercial networks and number of other broadcasters and cable operators. Applications will be scrutinized by public and staff and discussed at public hearings before any are granted. CRTC spokesmen said first licenses could be issued in four or five months.

**Entertainment and Sports Programming Network** has announced it **will institute network compensation program** for its cable system affiliates—calling it first such program from satellite delivered cable service. Systems meeting certain carriage requirements will get 10 cents per basic subscriber per year, in two installments. Network expects to shell out over \$1 million in first year of compensation program, based on projection of average 15 million homes in 1982. Said Jim Cavazzini, ESPN's VP, affiliate and consumer marketing, "We view this as a very positive statement to our affiliates that we are firmly dedicated to the cable industry, and to the idea of being an advertiser-supported network."

**Republicans will turn to radio in effort to sell President Reagan's tax cut plan** to country. Republican National Committee and National Republican Congressional Committee Thursday announced plans to spend \$500,000 on drive, which also urges rejection of Democratic alternative. Ads were to begin today (July 27) on, among other outlets, Mutual Broadcasting System. Martin Rubenstein, president and chief executive officer, said that in airing campaign, over its 900 affiliates, MBS becomes first national broadcasting network—radio or TV—to air issue-oriented "advocacy" advertising. MBS says time sale is \$30,000. Republicans are spending same amount on television commercial to run as part of campaign, but only in Washington area. It shows House Speaker Thomas P. O'Neill Jr. (D-Mass.) as Santa Claus who refuses to give little girl tax cut.

Connecticut department of public utilities has officially designated **Cablevision Systems** of Woodbury, N.Y., as cable **franchise winner** in lucrative **lower Fairfield county, Conn.** (BROADCASTING, July 6.) Four-to-one decision came after commissioners rejected motions to deny by Selkirk and Storer, (latter had won staff recommendation for franchise earlier). Decision requires Cablevision to resubmit design plan for 52 channel, 400 mhz system (original 1979 applications have not been updated) and prove required equity can be obtained. In **Boston**, former Watergate investigator Terry Lenzner has been hired to conduct background checks of Cablevision Systems and of Warner Amex, two remaining bidders for that city's cable.

franchise. Lenzer is investigating, among other things, Cablevision's links with one Burton W. Kanter. Kanter's law firm is Cablevision's tax counsel; Kanter himself would have interest in Cablevision's Boston franchise. He was once charged and acquitted of conspiring to avoid taxes. City is now saying there could be delays in cable award there.

At its open agenda meeting this Thursday (July 30) **FCC will consider CARS (community antenna relay service) transfer applications involved in Westinghouse Broadcasting-Teleprompter Corp. merger.** Presumably anticipating approval by commission, Teleprompter stock hit year's high of 36 1/2 last Friday. Other items on agenda include: ■ Petitions for reconsideration of FCC's radio deregulation order. ■ Proposal looking toward possible relaxation of programing, ascertainment and program logging requirements for public broadcasting stations. ■ Proposal looking at technical standards for translator and low-power TV stations. ■ Proposal into whether commission's policy prohibiting licensee-owned sales representatives from representing competing stations in same market should be continued, modified or abolished.

Evidence of rebirth of **Atlantic City, N.J.:** Its first and only **television station** is set to go on air this Wednesday (July 29). **WWAC-TV**, independent station on channel 53, is licensed to Atlantic City Television Corp.



First edition of **ABC News "Viewpoint"** program last Friday (July 24) spotlighted debate between **ABC correspondent Geraldo Rivera (l)** and **Steve Hutchcraft, VP/general manager of aluminum division of Kaiser Aluminum Corp.** They discussed Kaiser claims (basis of law suit against ABC) that **20/20** program last year had been inaccurate and unfair in charges made about Kaiser aluminum wiring. Other segments of **Viewpoint** last Friday (10-11 p.m.) dealt with contention by business executives that TV coverage of business often is inaccurate and biased; charges by black newsmen that they are under-represented in TV news management and production, and complaints that television has helped create and perpetuate a negative stereotype of Arabs and Arab-Americans. **Viewpoint**, described by ABC as television's version of letters to editor column in print media, will be carried on ABC-TV about four times per year, with next edition scheduled for October.

Radio legend **Gordon McLendon** will receive this year's **Golden Radio Award** when **National Radio Broadcasters Association** convenes annual convention, Sept. 13-16 at Fontainebleau Hilton hotel in Miami Beach. **Speakers** at convention will include FCC Chairman **Mark S. Fowler**, former Chairman **Robert**

**E. Lee** and Representative **Cecil Heftel (D-Hawaii)**, who is principal owner of Heftel Broadcasting Corp. Country singer **Ronnie Milsap** will entertain.

**Daniel T. Pecaro**, president and chief executive officer of **WGN Continental Broadcasting Co.** will take early retirement this fall. He will remain as consultant to and continue on board of company that through various subsidiaries owns radio-TV properties and is in broadcast programing and sales. Pecaro, 55, started broadcast career at **WGN(AM)** Chicago in 1954 and was named to present position in 1975. He served two terms (1974-78) on **NAB's TV Board**. **WGN Continental** is wholly owned subsidiary of **Tribune Company Broadcasting Inc.**



**CBS's proposal to use direct broadcast satellites** to distribute high-definition television to broadcasters for local retransmission has apparently **aroused interest of National Association of Broadcasters.** Industry group plans to hire **Harteck Inc., Boulder, Colo.**, consulting firm, headed by **Jim Hart**, to investigate ways for local television stations to broadcast **HDTV** signals using **DBS** and other frequencies.

**Bert W. Wasserman**, executive VP and chief financial officer, **Warner Communications Inc.**, New York, named member of office of president there, filling vacancy left by resignation of **Jay Emmett** who pleaded guilty to charges of defrauding company (**BROADCASTING**, Feb. 16). **Wasserman** remains chief financial officer.

**Robert Ross**, senior VP, law and government affairs, **National Cable Television Association** announced last week that he would leave **NCTA** at end of September to enter private practice and pursue "other entrepreneurial activities." Decision on replacement or possible restructuring of **NCTA's** upper echelon has not been made.

**Alan J. Hirschfield** has been appointed chairman and chief executive of **20th Century-Fox Film Corp.** by company's new owner **Marvin Davis**. **Hirschfield**, until now **Fox** president, takes post vacated by **Dennis Stanfill**, who resigned last month.

**Max Liebman**, 78, theatrical and television producer, who was responsible for one of TV's outstanding variety series, **Your Show of Shows**, died in New York hospital July 21. Among performers who appeared on **Your Show of Shows** on **NBC-TV** in early 1950's were **Sid Caesar**, **Imogene Coca**, **Carl Reiner** and **Howard Morris** and its writers include **Howard Morris** and **Neil** and **Danny Simon**. **Liebman** later produced television specials for various networks. He is survived by his wife, **Sonia**.

## Up Coming

**On Capitol Hill:** House Telecommunications Subcommittee will hold hearing on cable franchising in room 2322 Rayburn House Office building at 10 a.m., Tuesday. Senate Judiciary Committee will hold hearing on cable copyright in room 2228 Dirksen Senate Office building at 10 a.m. Wednesday, and on monopolization in telecommunications, same day, same room at 1 p.m. Copyright Office of the Library of Congress will hold public hearing on compulsory license for cable in James Madison building at Library of Congress at 9:30 a.m. Tuesday.

## Big ticket item

Only a couple of weeks ago, it was being speculated in financial circles that television station prices may have peaked. As reported on the "Closed Circuit" page of this publication's July 13 issue, some 35 television stations were said to be available for sale, with no takers.

The speculation was ended last week with the announcement of Metromedia's purchase of WCVB-TV Boston (plus all assets) for an astounding \$220 million, more than three times the highest price previously paid for a television station. Is that a fair market price? John Kluge didn't build Metromedia into a \$600-million corporation by buying high and selling low.

Ten years or so ago when Walter Annenberg's Triangle station group and Time Inc.'s Time-Life Broadcasting were sold, there was talk that the smart money was getting out of broadcasting. The talkers didn't stop to notice that the buyers in those transactions included Capital Cities and McGraw-Hill. Dumb money wasn't getting into broadcasting then and isn't going into Boston now.

## End the sideshow

A review of the applications filed two weeks ago at the FCC for "interim" authority to operate direct-to-home broadcasting by satellites confirms the futility of the commission's present course of action. It is useless to go on pretending that the FCC can issue permits for investments reaching into the billions on condition that they can be withdrawn in case they conflict with the final policies adopted for DBS service.

The FCC was pressured into the acceptance of interim applications by Comsat's Satellite Television Corp., which is dying to spend half a billion or so on a three-channel pay television system that promises little more or different programming than is available now on terrestrial delivery systems. A more imaginative range of options in DBS is now before the FCC in 13 other filings.

Together the 14 proposed services would use up more spectrum space than the U.S., at most, expects to get when space and orbital slots are parceled out at the next western hemisphere conference on the subject in 1983. Obviously not all applications can be granted. None should be until the government has made basic decisions on how the new frequencies are to be used.

The material now in the FCC's possession provides a valuable basis for a broad inquiry to develop policy and then consider applications for its execution. On with that and off with the interim nonsense.

## No time to quit

It was noted here two weeks ago that the little band of professional agitators whose livelihood depends on inventing "public" causes to take before the FCC is trying to scare the Congress into rejecting the broadcasting deregulation contained in the Senate's budget bill. The most professional agitator of them all, Ralph Nader, was at it again last week.

As reported elsewhere in this issue, Nader held a news conference to denounce "the seizure of the public airwaves by private monopolistic entities." Deregulation, he cried, would "reduce the American people to the status of supplicants."

Nader is, of course, hoping to mislead legislators who don't know what the broadcasting deregulation would mean. The only members of the public who may suffer from deregulation are the Naders who will have to look for other work if broadcast content

is to be regulated by the marketplace instead of FCC rules. A freed radio and television system will respond to the real needs and desires of the audience. It will be undistracted by the artificialities of government control generated by such splinter groups as Nader's.

The Nader type of agitation seeks to take advantage of a feeling in the House that it is being asked to knuckle under to the Senate. Defense of turfs can be a powerful incentive on the Hill. Still, broadcasters must not abandon their just cause of deregulation, in the public interest.

## A little at a time

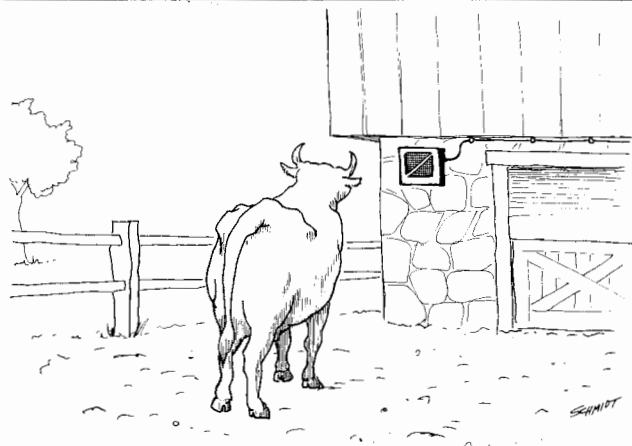
The Senate, it appears, will have a chance to vote at this session on the admission of television to its chamber. Senator Howard Baker (R-Tenn.), the majority leader and author of the resolution to let the cameras in, says he isn't sure how the vote will come out. He has colleagues who think the last useful invention was the cuspidor.

Despite Baker's expressed uncertainties, there may be reason to hope that a majority will recognize that television has been operating more than two years in the House chamber in the same Capitol, and the dome still stands. Several months ago a survey taken by the Cable Satellite Public Affairs Network, which carries the complete feed from the House, found 57 senators favoring or inclined to favor television, 43 undecided or opposed (BROADCASTING, March 9).

The resolution adopted by the Senate Rules Committee calls for an in-house television system built and operated at Senate expense, thus assuring little courtesies such as keeping cameras from catching senators asleep. It is not the kind of system that professional television journalists want. They still hope to get their own crews and cameras into both chambers of the Capitol when news is being made.

Still, the House system is better than no system at all, as has been noted here before, and if the Senate copies it, there will at least be pictures emerging from a place that is now beyond any camera's range.

In time, it must be hoped, both Senate and House will become so accustomed to their captive systems that the television presence will no longer be perceived as a threat. At that point, maybe they'll let the pros in when there is journalistic reason for their coverage.



Drawn for BROADCASTING by Jack Schmidt

"... And now, here's a look at today's livestock prices."

# **Saturday, September 26, America's newest commercial TV network goes on the air.**

The American Educational Television Network.

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NETWORK



The judging took place in court. This town councilman wouldn't allow wet t-shirt contests in a local pub. So a local D.J. called him a nerd. The councilman sued for libel. But the D.J. won. And ERC paid the contest fees. Because for just this kind of unforeseeable event, we pioneered libel insurance over 50 years ago. And we keep innovating to meet your changing legal needs. Talk to your broker about libel insurance from the expert. **Employers Reinsurance Corporation.**

**BEATING THIS GUY IN  
THE WET T-SHIRT CONTEST WASN'T EASY.**